

October, 1946

10 Dallas

Where there's a heart, there's a way... **GIVE NOW!**

DALLAS COUNTY

COMMUNITY CHEST



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VOLUME 25

OCTOBER, 1946

NUMBER 10

Established in 1922 by the Dallas Chamber of Commerce in the interest of Dallas and the Southwest, of which Dallas is the service center

CLIFTON BLACKMON Editor
THOMAS J. McHALE . Advertising Manager



Member Southwestern Association
of
Industrial Editors

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Advertising rates on application. Subscription rates, \$2.00 per year. Single copies, 20 cents. Foreign, \$3.00 per year. Published monthly and entered as second-class matter, February 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879. Reprint permission on request. Offices 1101 Commerce Street, Dallas 2, Texas. Telephone R-8451. *Dallas* is owned and published by The Dallas Chamber of Commerce. Its objective is to assist the Southwest in achieving a sense of unity and co-operation by presenting articles which may prove interesting and informative to business men. Neither *Dallas* nor The Chamber of Commerce stands sponsor for nor is committed by the views expressed by authors in these articles.

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DALLAS • OCTOBER, 1946



AT THE HEAD OF
THE LIST OF ANY
INDUSTRIAL
PLANT'S ASSETS
IS ITS "WATER
SUPPLY." CHECK
YOUR WATER
REQUIREMENTS
NOW-AND PLAN
YOUR WELL WATER
SYSTEM FOR 1947
-1948-1949-1950.

**Layne-Texas
Engineers
Know
Water Wells**



It Costs so Little . . . **IT MEANS SO MUCH**

It is satisfying to know that contributions to the Community Chest mean so much to so many. A great work is performed—a heart-warming work! Gifts to the Community Chest aid Health, Child Welfare, Family Service, and Character Work. Together, these make our city and county a better place for others and ourselves.



THESE AGENCIES NEED YOUR SUPPORT

Boy Scouts	USO
Bradford Hospital for Babies	Hope Cottage
Catholic Women's League	Infant Welfare Association
Central Office, Catholic Charities	Jewish Welfare Association
Children's Bureau	John H. Dean Memorial Home
Children's Hospital of Texas	League for the Hard of Hearing
Children's Recreation Camp	Lighthouse for the Blind
Council of Social Agencies	Marillac Social Center
Dallas Big Brothers	Neighborhood Recreation Assn.
Dallas Campfire Girls	St. Joseph's Home for Girls
Dallas Child Guidance Clinic	Salvation Army
Dallas Day Nurseries	Servicemen's Emergency Fund
Dallas Girl Scouts	Veterans' Service Center
Dunne Memorial Home for Boys	Visiting Nurses Association
Family Service	West Dallas Social Center
Freeman Memorial Clinic	Y.M.C.A.
Dallas Needy Children's School	Y.W.C.A.
Lunch Fund	Emergency Food Collection
Godwill Industries	



Chest Gifts help to provide proper nurseries for working mothers' children.



Chest Gifts help to provide home nursing for those who are in need.

Your Gift Will Help

JOHN E. MITCHELL COMPANY

Manufacturers of Fine Machinery for Forty Years
DALLAS, TEXAS

WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

Two Worlds...or One...or What?

THE big news in Washington last month was the celebrated Madison Square Garden speech of Henry A. Wallace, in which, with President Truman's advance blessing, he went about scuttling the Administration's foreign policy, breaking apart bi-partisan unity in international affairs, provoking a sharp rift in the Cabinet of which he was a member, undermining confidence in the struggling United Nations organization, and otherwise exciting the troubled waters of these hazardous times. The



DALE MILLER

speech was big news everywhere, of course, but in this political nerve-center it was particularly important and disturbing.

The sequence of events was in itself remarkable. Even before the speech was delivered, the President averred in a news conference that he had read and approved it. This cart-before-the-horse procedure was directly at variance with the customary practice of the President expressing his reaction to public addresses after they have been delivered. Then, two days later, with the storm of protest in his own country still unabated and with confusion reigning elsewhere throughout the world, the President abruptly called another news conference, with the advance admonition that no questions were to be asked, and issued a curious statement which explained that he had not intended to endorse the speech itself but only Mr. Wallace's "right" to make it. Mr. Wallace then issued a statement of his own, in which he asserted that he not only stood by his New York speech but intended to speak on the same subject again; whereupon the Democratic National Committee mapped out a 15-State campaign tour for the then Secretary of Commerce, and glowingly declared that "he's a bigger

drawing card than ever." The President next compounded the chaos by gagging Mr. Wallace "until after" the peace conference was over, thus suspending a menacing Sword of Damocles over a conference already shaken by political buffoonery; and recourse was then nervously sought in a step which should have been decisively taken long before. The Secretary of Commerce was asked to resign, and the embarrassed Democratic National Committee cancelled the speaking tour of its "big drawing card," but not until Mr. Wallace and his followers had richly exploited a series of appalling political blunders.

Meanwhile in Paris, Secretary of State Byrnes and Senators Connally and Vandenberg were working diligently toward the goal of world peace, fully aware that the strength of their appeal for the support of other nations could only be as strong as the integrity, consistency, unity, and bi-partisan character of the position of their own Government at home. As Senator Connally succinctly expressed it, "If the United States is to speak with a persuasive and influential voice, there must be no division behind the lines." But division there was, not only in their own country and the ruling political party, but in the President's own official family, if not in the President himself.

The divergences between Mr. Wallace's views and the principles of our accepted foreign policy have been so well publicized during the past two or three weeks that it is scarcely necessary to dwell at length on them here. Suffice it to say that a "one-world" goal of international justice and respect for the rights of all nations, weak or strong, is hardly compatible with Mr. Wallace's "two-world" philosophy, involving spheres of influence which would result in democracy controlling one part of the globe and communism the other, with the two forms of government presumably getting closer together all the time. What warrants further discussion, however, are the

political aspects of this unusual incident, the significance of which is more than superficial.

The excuse given by the President for hedging on the Wallace speech — that he had intended only to endorse his "right" to make such a speech — is scarcely less blameworthy than his original endorsement of the speech itself. Actually, from a sound political point of view, the recent Secretary of Commerce had no such "right" to delineate a new foreign policy, nor did the President have the "right" to confer that privilege upon him. The traditional political concept of the Cabinet is that it is the President's "team," with each member performing in the position assigned to him, and all thus contributing to the teamwork essential to the consistent conduct of governmental affairs. The act of the Secretary of Commerce in delivering an address asserting a new foreign policy, without the knowledge of the Secretary of State, is the equivalent of a shortstop on a baseball team abruptly shoving the pitcher off the mound and throwing the next ball to the batter, to the consternation of all of his team-mates except the manager on the bench, who apparently was in on the trick all the time.

It is this traditional concept of the Cabinet, in fact, which was responsible for Mr. Wallace having been a member of it. The President's appointments to the Cabinet are made, of course, "by and with the advice and consent of the Senate," and it is traditional on Capitol Hill that the Senate will reluctantly approve a Cabinet appointee, even though he could not be confirmed for some other high government position, because of the long-held belief that the Cabinet represents the President's official family and that he should have whom he pleases. It does not disparage Mr. Wallace's recognized ability to point out that he was a peculiar choice for the particular post of Secretary of Commerce, nor does it dispute the fact that a majority of Senators thought him unsuited for that job. His margin of confirmation can be attributed to the unwritten understanding that the President's official family should be of his own selection; but it is significant that the Senate voted to divorce the RFC from the Department of Commerce before confirming Mr. Wallace.

There are a lot of political wheels-within-wheels involved, of course, in Mr. Wallace's speech and in the repercussions from it, but they all add up to the conclu-

(Continued on Page 53)

P. SIMMONS, President

THEO. P. BEASLEY, DR. HAROLD A. O'BRIEN, MRS. LOUIS TOBIAN, Vice-Presidents

J. C. TENISON, Treasurer

Community Chest of Dallas County

COMMUNITY CHEST CENTER • 420 SOUTH AKARD • DALLAS 1, TEXAS • R-1801

JACK MOFFETT, Executive Director

October 1, 1946

Fellow Citizens:

The Community Chest of Dallas County has called upon each of us to help raise \$1,231,254 to support the services of 34 local health and social welfare agencies, USO in this country and overseas, and the Emergency Food Collection.

Dallas has an enviable record for generosity, just as it has for growth in population and in wealth. For the past three years Dallas has been first in the nation among all cities raising one and a half million dollars or more. Last year only six cities in the nation succeeded in reaching such a goal, and Dallas was first among them. We must maintain this fine record.

It is well to remember at this time that the big increase in the size of our great city also brings with it the increasing need on the part of social and welfare agencies.

We cannot emphasize too strongly the need for giving as much or more to the Community Chest this year as we have in past years. In other words, our Community Chest needs have increased along with all other costs. Nor can we over-emphasize the vital need of the wholehearted co-operation of the business and industrial leaders of the city in every phase of the campaign. Dallas' future is related closely to the degree of civic responsibility which we all must assume.

This year, as never before, we must open our hearts and our pocketbooks and "give now" -- at least as much, more if possible.

Cordially,


President

EPSimmons:mlm

COMMITTEE CHAIRMEN: Frank M. Ryburn, Executive • W. G. Vollmer, Campaign • William J. Morris, Budget
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DALLAS

Community Service—Dallas Style!

**Business Leaders Unite in Supporting
Appeal for \$1,231,254 for Health and
Social Welfare Work of Chest Agencies**

DALLAS on October 29 will be asked to help raise \$1,231,254 for support of 34 local health and social welfare agencies and two national agencies through the Dallas County Community Chest.

Now at the end of the first year of peace since 1941 many families are reunited, men and women who helped to win the war as members of the armed forces are re-establishing themselves in civilian life and jobs, former war workers are turning the wheels of post-war industry. It is the Community Chest, no longer the War Chest.

As a result of the war, however, there are many widows with small children—women who must find work and, while they work, places where their children can be cared for. There are veterans in need of advice, jobs, housing; other veterans who are handicapped and must be helped to find a new place in life for themselves and their families. Former

war workers are in need of counsel and employment. Children and young people, leaders of the next generation, must be kept healthy and busy. Dallas County's own servicemen—those still in uniform

By W. G. Vollmer

*Campaign Chairman, Dallas County
Community Chest*

in the United States and on occupation duty overseas, and those newly in service—need the "home away from home" that USO provided during the war and will continue to provide in the coming year.

Finally, there are our unfortunate neighbors in other countries of the world left ravaged by the war—people who know the meaning of hunger, who must have food if the world is to maintain peace.

All these and many more will benefit by the dollars contributed to the Community Chest this year.

Only two national agencies are included in the Community Chest this campaign. After careful consideration by the Chest's executive subcommittee, of which J. B. Adoue, Jr., is chairman, a recommendation concerning national agencies was submitted to the Dallas Citizens' Council campaign screening committee. It was felt the Citizens' Council was as nearly representative a group as could be found in Dallas.

Originally 28 national agencies had requested a total of \$288,441 from Dallas County. The joint decision was to include only USO and Emergency Food Collection for providing food to starving people overseas.

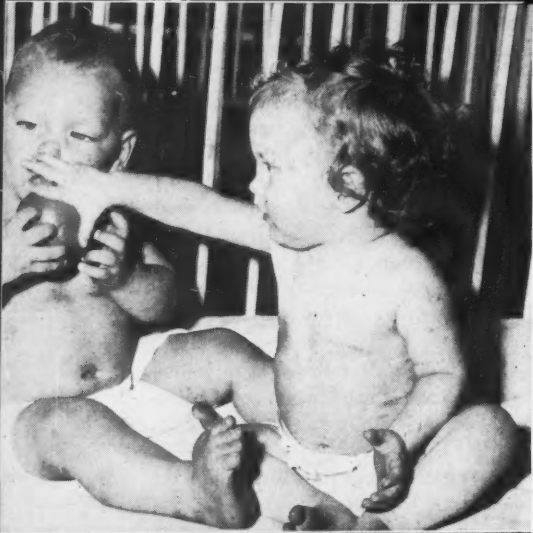
In excluding all national agencies except USO and Emergency Food Collection, Dallas is not setting a precedent. This has been the widespread procedure in most cities in Texas and throughout the Southwest.

Dallas has always cared for its own, and again Dallas will give generously, we believe, to see that homeless babies are sheltered, that the sick and poor are cared for, that our youth are guided into wise citizenship. One gift for 36 fine causes is the business-like method of giving once for all that Dallas approves.

Our motto this year is "Dallas Lives As Dallas Gives." A city, as does an individual, receives from life in proportion to its gifts to life. Everybody benefits, directly or indirectly, from contributions to the Community Chest. Soon all of Dallas will be hearing and reading the simple words—"Give Now!" We are confident that every citizen will understand and respond.

AN APPEAL to Dallas business leaders to support the drive of the Community Chest of Dallas County for \$1,231,254 is being signed by E. P. Simmons, Chest president, as Campaign Chairman W. G. Vollmer, left, and Vice President J. B. Adoue, Jr., look on. Mr. Simmons is president of Sanger Brothers, Mr. Vollmer is president of the Texas & Pacific Railway, and Mr. Adoue is president of the National Bank of Commerce and a vice president of the national organization of Community Chests and Councils, Inc. Mr. Vollmer, who came to Dallas from St. Louis about 16 months ago, probably would have been the St. Louis campaign chairman for the Community Chest this year had he remained in that city.





COMMUNITY CHEST

FOR the past 23 years the Dallas Community Chest has been serving the city in a job which it is now doing better than ever before.

After a committee appointed by the Dallas Chamber of Commerce had studied the Community Chest plan for welfare fund-raising, the Dallas Chest was formed in 1923 as the financing department of the Dallas Community Council.

When the Chest entered its first campaign in November, 1923, it included 32 welfare agencies which previously had conducted individual and in many instances conflicting and less effective campaigns.

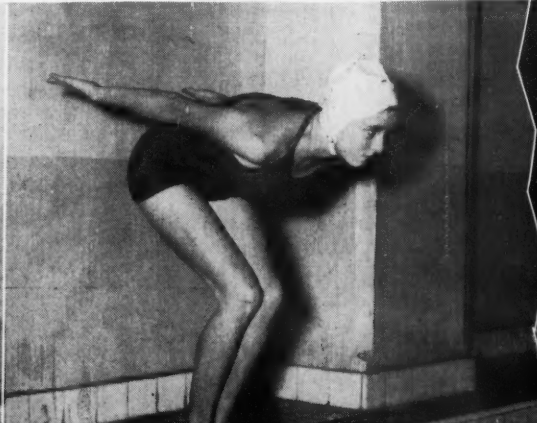
How the once-for-all gifts of Dallas citizens flow through the Chest to help provide health, child welfare, family, and character-building services is indicated by some of the activities pictured on these pages of a few of the agencies which Chest dollars support:

Raymond Richardson, Jimmie Shaddox, and Carl Lee Richardson are shown at top, left, building a shelter at Camp Tami Babi, sponsored by Dallas Big Brothers. Other photographs, top row, left to right, show: Four of the Camp Fire Girls, whose activities help to fill leisure time of 7 to 18-year-old girls with educational and creative pur-

suits; two of the little girls (from 3 to 6 years old) at the Dr. John H. Dean Memorial Home, for whom getting a new dog quarter is a big event; one of the patients at Children's Hospital of Texas, which provides general hospital care for children 2 to 18 years old and also serves as a center for the study of children's diseases; and Nurse Billie Shurtleff with a tiny patient at the Richard Memorial Hospital for Babies, which admits children less than 2 years old.

The two abandoned babies pictured at top, left, found a home at the Dallas Cottage. Pictured second from bottom, left, is Dr. Eugene L. Aten testing a young child at the Dallas Child Guidance Clinic, which accepts children from 2 to 18 years old for study and treatment. Weaving is one of the activities at the Lighthouse for the Blind, right, center, which serve to rehabilitate the adult blind.

This nurse from the Dallas Visiting Nurse Association, bottom, left, finds twins a lot of fun. The association helps to relieve the shortage of nurses in addition to caring for the sick who are unable to pay for nursing service. Other photographs, left to right, show: Young girl swimmer at the Y. W. C. A., which offers wholesome recreation to build healthy bodies along with ever-



DOLLARS ... *at Work!*

in 3 to 4 women guidance, an educational pro-
Dean in, job counseling, and aid in finding
new dog quarters; two of the Brownies, "lit-
s at Girl Scouts, who make use of facilities
provide West Dallas Social Center, serving
n 2 to 4 of the West Dallas area with a
er for, recreation, and educational pro-
nd Nue; a boy and a girl receiving medical
at Br at Richmond Freeman Memorial
es, who; and two of the many recipients of
old, companionship provided in a world of
ured re for the deaf and partially deaf by
at Ho Dallas League for the Hard of Hearing.
tom, chairman of the organization committee
youngin founded the Dallas Community Chest
ic, with the late A. C. Bigger. Other members,
es old sding several more now dead, were C. E.
ne of her, vice chairman, and Sam P. Cochran,
he Bluk Moran, Porter Lindsley, Edward
ilitate, T. P. Junkin, J. W. Everman, J. A.
rom, Holmes Green, Frank W. Wozen-
ng No Frank M. Smith, Sawnie Aldredge,
rins a J. Everett, Price Cross, and Arthur A.
elieve.

aring t. Bigger became the first Community
r nuncil president and Henry T. Levy was
to ried executive secretary. The Chest was
er at ted a charter by the State of Texas on
some 9, 1924, and it has operated under this
ong ver ever since.

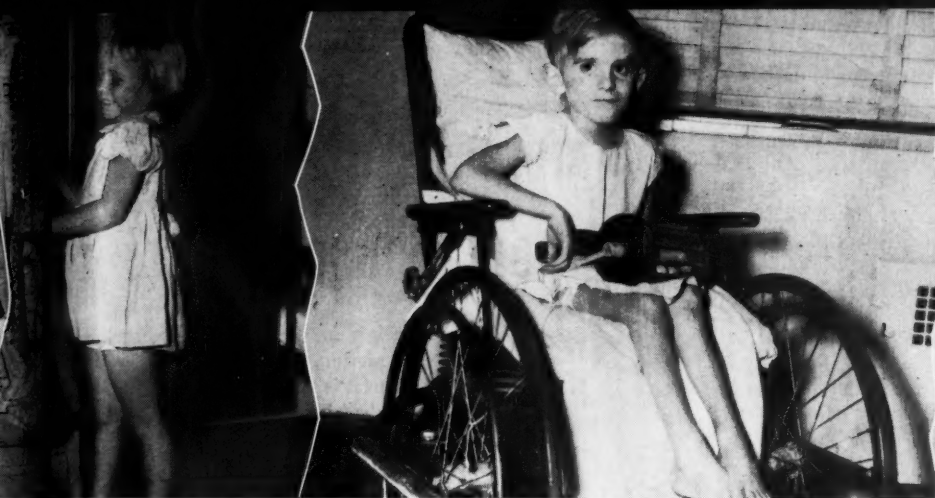
Original agencies which still participate
in the Community Chest include the Boy
Scouts, Girl Scouts, Dallas Camp Fire Girls,
Dallas Guidance Clinic, Bradford Memorial
Hospital, Dean Memorial Home, and Hope
Cottage.

During the war the Community Chest
functioned in cooperation with the National
War Fund as the War Chest of Greater
Dallas, raising funds for war relief ag-
encies, the USO, War Prisoners' Aid, and
other servicemen's agencies. Due to the
magnificent support of the people of Dallas,
it became the first Chest in the nation rais-
ing more than a million and a half dollars
to go over the top in its campaign for the
last three years.

Now it is the Community Chest again,
supporting its 34 local agencies, USO, and
Emergency Food Collection.

In July of 1945 the Chest moved into a
new building at 420 South Akard, donated
by the Schepps family in memory of Jennie
Schepps and Joseph Schepps.

Community Chest presidents have been
A. C. Bigger, Nathan Adams, Frank L. Mc-
Neny, Walter Prehn, L. T. Blaisdell, Homer
R. Mitchell, W. R. Burns, Luther M. Jordan,
J. B. Adoue, Jr., R. R. Gilbert, and D. A.
Hulcy.



Community Chest Gifts Support These Agencies



THE AGED and the handicapped find employment at Goodwill Industries, which also offers instruction in new trades. Reconditioned merchandise is sold to persons of limited means at prices they can afford.

Dollars contributed this year to the Dallas County Community Chest will support 34 local agencies, the USO in the United States and in overseas occupation areas, and Emergency Food Collection.

Local agencies which will receive support through the Community Chest include:

Boy Scouts of America, Circle 10 Council, which promotes character-building and citizenship-training for young boys.

Bradford Memorial Hospital for Babies, which provides hospital care for babies less than two years of age.

Catholic Charities Central Office, a clearing house for funds for support of five Catholic agencies.

Catholic Women's League, an organization of volunteers providing emergency relief to needy families.

Children's Bureau, which places children from broken homes in foster boarding homes supervised by the bureau.

Children's Hospital of Texas, a general hospital service for children 2 to 14 years old.

Children's Recreation Camp, 12 miles south of Dallas, which offers a camp program for children who need but cannot pay for a camp vacation.

Council of Social Agencies, a clearing house for coordination and improvement of welfare service.

Dallas Big Brothers, an organization offering guidance for boys 10 to 16 years of age who lack wholesome leadership in their own homes.

Dallas Camp Fire Girls, providing an educational and creative leisure-time program for girls 7 to 18.

Dallas Child Guidance Clinic, which studies and treats children 2 to 18 years old who have maladjustments associated with home, school, and social adaption.

Dallas Day Nursery, which operates five day nurseries giving nursery education and day care to children of working mothers.

Dallas Girl Scouts, providing a leisure-time, character-building program for girls 7 to 18 years old.

Dallas League for the Hard of Hearing, which brings together the hard

of hearing for companionship, service, and recreation.

Dallas Visiting Nurse Association, offering bedside nursing care and health supervision to the sick who cannot pay for nursing service.

Dr. John H. Dean Memorial Home, which gives temporary institutional care to boys and girls from 3 to 12 years old who come from broken homes.

Dunne Memorial Home for Boys, a home and school for boys of all faiths between 6 and 16 years of age.

Family Service, a case work agency which treats disturbances in family life arising from illness or conflicts, and helps unmarried mothers.

Dallas School Lunch Fund, which finances wholesome, nutritious food for needy school children.

Richmond Freeman Memorial Clinic, a charity clinic for out-patients from infants to 15-year-olds.

Goodwill Industries, offering employment and instruction in new trades to the aged and handicapped.

Hope Cottage Association, which provides temporary care for abandoned and neglected infants.

Infant Welfare Association, which operates four clinics for keeping babies well and provides followup nursing service in the home.

Jewish Welfare Federation, which combines welfare and social service, character-building and recreational programs.

Lighthouse for the Blind, which rehabilitates the adult blind by furnishing employment to the employable.

Marillac Social Center, which offers child welfare service, pre-school training and free lunches to needy Mexican school children, and a community social center for adult Mexicans.

Neighborhood Recreation Association, providing recreational and community center activities for boys and girls 5 to 20 years old in the Love Field area.

St. Joseph's Home for Girls, providing institutional care for dependent or homeless girls 5 to 18 years of age.

Salvation Army, offering a group work service for adults and children, re-

(Continued on Page 14)

Dallas Handicapped

serve

Dallas Business

through

GOODWILL INDUSTRIES

A Community Chest
Agency Since 1935

Dallas businessmen are profitably engaging Goodwill's latest service facilities.

Quick to realize the financial saving, plus the saving in space and equipment, local business interests are turning to this new labor supply.

Employing the services of handicapped men and women, Goodwill processes jobs accepted from Dallas business concerns, returning the finished products to the contracting firms.

Small hand jobs such as folding, enveloping and sealing direct-mail materials, for instance, can be handled ideally by Goodwill Industries.

The new system provides financial as well as psychological boosts for Goodwill's handicapped workers, at the same time offering valuable service to Dallas business.

Compliments of Dallas Railway & Terminal Company

Community Chest Agencies

(Continued from page 12)

ligious program, lodging for unattached men and transients, boarding home for young women, and parole service.

Servicemen's Emergency Fund, which offers temporary assistance on a loan basis to servicemen and their families.

Veterans' Service Center, an advisory, counseling and referral agency for honorably discharged veterans of all wars.

West Dallas Social Center, providing a health, recreational, and educational program for West Dallas area children.

Young Men's Christian Association, providing a health, recreational, and educational program for young men and boys, with guidance to build Christian character.

Young Women's Christian Association, offering a constructive, progressive educational program and wholesome recreation to young women and girls.

One of two national agencies included in the Community Chest this year is **USO**, whose new purpose will be to provide clubs in the United States for hospitalized veterans and troops in training, overseas clubs for troops on occupation duty, Travelers' Aid services at transportation points, and camp shows in this country and overseas. Emphasis on USO in Dallas County will be on service at Veterans' Administration hospitals in



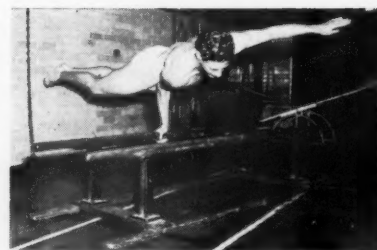
"LET'S DO IT AGAIN!"—Jack Moffett, Community Chest executive director, left, is pictured pointing out last year's over-the-top headline to H. J. Rowland, assistant director.

this area. The Negro USO on Young Street as well as Travelers' Aid services at bus and train terminals also will be continued.

A small portion of the Community Chest funds this year will go to the **Emergency Food Collection**, a national agency cooperating with UNRRA.



WORKING MOTHERS of youngsters like these are free of worry when units of the Dallas Day Nursery and Infants' Welfare Association have them in charge.



A WORKOUT AT THE "Y" helps keep this young man fit.

Give . . .

to YOUR Community Chest!

Jas. K. Wilson

**MARK LEMMON
ARCHITECT**

213 Tower Petroleum Bldg.—Dallas
Riverside 2540



★ Give that boy his own
personal transportation
... a Famous James!



What I need is a "Famous James"

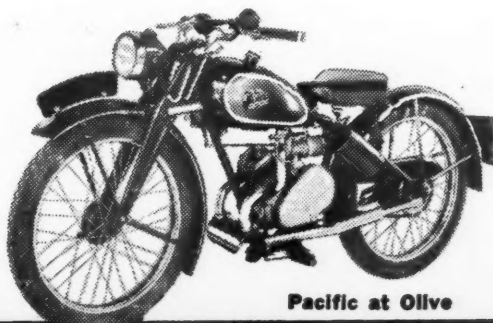
Yes, that old jalopy has seen its best days... what you need is a Famous James for fast, personal transportation... and independence from use of the family car. It's sturdy, low (you can touch the ground with your feet at will) and streamlined as a jet plane... safe as can be with its two-wheel internal-expanding brakes!

Costs only a fraction-of-a-cent per mile to operate!

\$290 Plus 7% tax

1/3 Down

Balance in 6 Months



Pacific at Olive

S. H. LYNCH & CO.
Sales ★ Parts ★ Service

USO:

DALLAS LEADERS TAKE BIG PART IN DIRECTING FINAL DRIVE IN STATE

DALLAS civic leaders are playing a primary role in the final campaign of USO to raise funds for its 1947 operations.

Dallasites serving on state committees under Governor Coke Stevenson, Texas general chairman, are Colonel Carl L. Phinney, campaign chairman; J. O. Newberry, state director; John L. Briggs, regional chairman for central Texas; Orrin C. Auld, regional publicity chairman; and Fred (Red) Harris, district chairman for Dallas, Navarro, Ellis, and Kaufman Counties.

Texas' share of the \$19,000,000 national goal is \$800,000. Although many USO installations have been closed, 375 large clubs near hospitals and permanent military camps within the United States will be maintained during 1947. Continuance of these USO activities is considered by military and Veterans' Administration leaders as a necessary part of the transition from war to peace.



DALLAS MEN active in USO campaign include, top, left to right, Orrin C. Auld, regional publicity chairman; John L. Briggs, regional chairman for central Texas; Fred (Red) Harris, district chairman; R. L. Thornton, Jr., state treasurer; and bottom, left to right, J. O. Newberry, state director; and Carl L. Phinney, chairman of Texas campaign committee.

Twenty-five clubs will be kept open with full services for occupation troops scattered throughout the Pacific. At present, clubs are being operated in China, Japan, Korea, the Philippines, Alaska, the Canal Zone, and Hawaiian Islands.

More than 130 USO camp shows are currently touring the world, playing to occupation troops and to the 200,000 service men in military and Veterans'

Administration hospitals.

More than 120,000 Texans are now in the armed forces, and thousands more are in Veterans' Administration hospitals throughout this country.

In Dallas, USO funds are being raised in connection with the campaign of the Dallas County Community Chest. In almost all other Texas cities having Community Chest organizations, USO is being likewise included in the Chest drives. In the smaller towns and cities throughout the state, the campaign is being carried forward under the direction of county chairmen.

Texas is divided into six regions and 62 districts of two to seven counties each.

District chairmen under Mr. Briggs are Will J. Rhea of McKinney, Carlton J. Smith of Waco, and Mr. Harris.

Announcement has been made of the appointment of LT. COLONEL IRVINE H. SHEARER, West Point graduate, who has been commanding officer of the air reserve training unit at Hensley Field, as Hensley Field commander, succeeding COLONEL M. B. MAYER, who has retired after 31 years' service.

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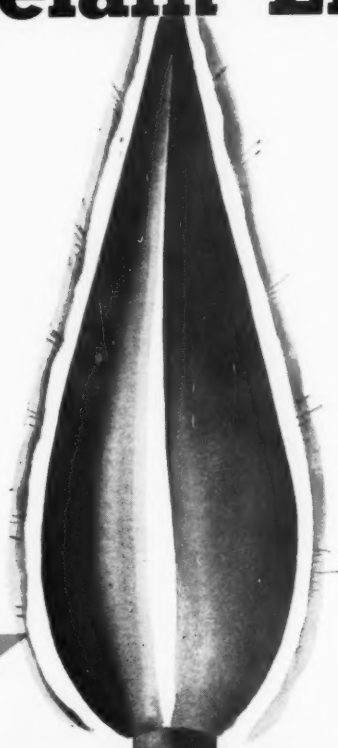
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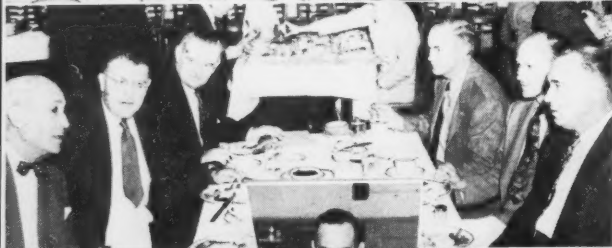
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SEE PHOTO SPREAD, PAGE THREE 18

2112 TELEPHONE ROAD, DALLAS



New Membership

EARLY last month two competing groups of "ranch hands" spurred the Dallas Chamber of Commerce's fall membership roundup into an enthusiastic beginning at a breakfast at the Hotel Adolphus.

By the time of the first report meeting six days later, the Bronco Busters under Boss Theo P. Beasley had put the C. of C. brand on 50 new recruits for the Chamber of Commerce. Six new members ahead, however, were Boss P. B. (Jack) Garrett's Bulldoggers, with 56 in the new membership corral. But the second report session at the close of the scheduled 10-day concerted effort found that the Bronco



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Roundup

Busters had pulled into a tie with the Bulldogs, with 102 new members for each division. To break the deadlock, the workers again took to the "range" to roundup additional prospects.

At month's end, the winning division was yet to be determined as team members, bent on being guests rather than hosts at a victory dinner, continued to call on prospects. Final returns yet to be reported will disclose the winning division and make possible the setting of a definite date for the concluding dinner at which awards for membership recruiting leadership will be distributed.

Meanwhile, the "ranch hands" had increased the number of new memberships obtained this year to more than 675, an all-time high for new recruits added during any previous corresponding period in the history of the Chamber of Commerce.

On the basis of latest reports, top team among the 12 in the campaign is that headed by Albert Blevins, which obtained 31 new members. In second place with 25 new memberships is the team headed by R. Barney Shields. Third place is held by Bob Dennison's team, with 23

new members having been signed up.

Captains of other teams are: J. R. Temple, R. T. Hunt, Jr., Ted Workman, Gus Cook, Fields L. Eulless, David W. Smith, Louis Charninsky, Bob Gilbert, and Guy L. Goldstandt.

Present to keynote the opening of the intensive drive, President B. F. McLain of the Dallas Chamber pictured the organization as one of Dallas' most important mediums for advancing the city's development along business and industrial lines. Pointing out at the first report session that the Chamber of Commerce performs many specific services for members individually as well as an entire industry, Mr. McLain cited as an example the population study recently completed by the Chamber's industrial department, on the basis of which the Dallas OPA recommended to Washington increased allotments for Dallas industrial users of sugar.

Mr. Garrett at the kick-off of the drive challenged the workers to make a concerted effort to awaken the citizenship of Dallas to a fuller appreciation of the opportunity to participate actively and constructively in the growth of the city through membership in the Dallas Chamber of Commerce.

"Dallas is in the middle of an area whose wealth of resources staggers the imagination," he said. "Unfortunately, there are many Dallas citizens who are

not keeping pace with many others far from our borders who are looking to Dallas for their future. The Chamber of Commerce is largely responsible for the focusing of the nation's spotlight on Dallas, and the Chamber of Commerce merits the support of all Dallas business firms."

Mr. Beasley said that the Dallas Chamber of Commerce is really the new business department of any firm belonging to it.

"The opportunity for the continued development of business in Dallas through expanded activity of the Chamber of Commerce is unlimited," he said.

As chairman of the Chamber's membership committee, James K. Wilson is director of the concerted membership roundup, aided by Austin F. Allen, vice chairman of the membership committee.

New members of the Dallas Chamber are listed below by firms, together with information regarding their addresses, representatives, and types of business:

The Refinery Castings Company, 2001 West Commerce; Charles Sibbitt; iron castings.

Paul & Graham, 711 Main; E. Hoyle Graham; realtors.

Phillips, Janssen & Hammond, 2311 Knight; E. O. Janssen; plaster contractors.

(Continued on Page 47)

AERIAL RECRUITERS in the Dallas Chamber of Commerce's concerted membership effort were P. C. Lindman, Texakana Supply Company, left, top, and Willard F. Walpole, Air Associates, right, who took to the air to call on fixed based operators for enrollment in the new aviation section of the Chamber's manufacturers' and wholesalers' division, for which membership in the Chamber is a requisite. They are pictured calling on T. F. McCallum, assistant manager of Hudson Airport. Shown, top, center, are the two division leaders—P. B. (Jack) Garrett, Texas Bank and Trust Company, left, and Theo. P. Beasley, Republic National Life Insurance Company, right—looking over a proclamation from B. F. McLain, Hart Furniture Company, Chamber president, center, designating September 4 to 13 as Golden Opportunity Week in Dallas. To support the drive, the presidential message was displayed in the offices of various business firms.

Workers in the campaign also included, left to right, second photo from top, left, Hinds Thomas, Herbert Rogers Company; Frank Heller, Remington-Rand, Inc.; Kiel T. Sterling, American Beauty Cover Company; and L. B. Jones, Masher Steel Company; third photo from top, left, Guy L. Goldstandt, Equitable Life Assurance Society; C. W. Hudson, Dallas Railway & Terminal Company; Jerry Farmer, the Saxet Company; John C. Cain, John C. Cain Company; Max Wallace, S. H. Lynch & Company; and O. P. Mallard, S. H. Lynch & Company.

Third row from bottom, left to right: K. A. Meserve, Marchant Calculating Machine Agency; Archie Hunter, Western Union Telegraph Company; O. B. English, Red Ball Motor Freight Lines; Chuck Stephens, Connecticut Mutual Life Insurance Company; Z. Starr Armstrong, Republic National Life Insurance Company; Ted

Workman, Glenn Advertising, Inc.; William H. Rembert, Jr., attorney; Louis Charninsky, Capitol Theater; Frank Parker, Jr., J. F. Parker & Son; and James K. Wilson, James K. Wilson Company.

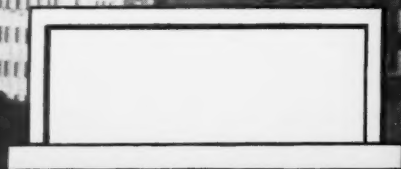
Second row from bottom, left to right: Jack Bell, Gulf States Beverage Journal; W. A. Lewis, Great American Reserve Insurance Company; Tom B. Bond, Tom B. Bond Real Estate Company; Albert Blevins, Comet Battery Charger Company; John Wall, Sears, Roebuck & Company; H. C. Christopher, American Hospital & Life Insurance Company; R. C. Rancier, Southwestern Drug Corporation; R. T. Hunt, Jr., Hunt Department Store; Henry Camp Harris, E. M. Kahn & Company; Robert Crouch, A. Harris & Company; and L. J. Sharp, Sharp Hardware Company.

Bottom row, left to right: A. C. Woodman, Simplex Time Recorder Company; Bob Dennison, Texas Parent-Teacher Magazine; Bert Jones, Mercantile National Bank; Jack Howard, Maxson-Mahoney-Turner Insurance Agency; E. L. Blanchard, Higginbotham-Bailey Company; V. E. Alexander, Carpenter Paper Company; Gus Cook, Republic National Bank; John L. Burke, McNeny & Burke; Tom A. Berryman, Travelers Insurance Company; Fields Eulless, A. C. Prendergast & Company; Fred L. Haynes, Dictaphone Corporation; Hugh Sawyer, manager, membership department of the Dallas Chamber; W. H. Cathey, Liberty State Bank; Herbert Rogers, Jr., Herbert Rogers Company; David Smith, "Dallas Morning News"; O. E. Blanton, O. E. Blanton Company; Gene Simpson, Aetna Life Insurance Company; Harold Chammess, A. Harris & Company; Herbert M. Holcomb, United Fidelity Life Insurance Company; and R. Barney Shields, Great National Life Insurance Company.

—Photographs by Thomas K. Cone, Jr.



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That Sentimental Gentleman

TOMMY DORSEY SHOW HEADLINES ENTERTAINMENT AT STATE FAIR

STATE FAIR of Texas officials have warned persons in and near Dallas that an entertainment bombshell will explode in their midst on October 5.

Place of detonation has been scheduled at Fair Park Auditorium, where the gala Tommy Dorsey Show, labeled the greatest package of headline stars ever assembled for a Southwestern engagement, will give 22 performances in 16 days of continuous frivolity.

Basically a musical, comedy and dancing revue, this show will be held in conjunction with the sixty-first anniversary of the State Fair of Texas.

According to Julius Schepps, Fair entertainment chairman, the cast for this volatile presentation will be compounded of some of the most luminous personalities from the entertainment powder keg. Headlined by famous trombonist Tommy Dorsey and his 35-piece orchestra, it will spotlight explosive stripteuse Gypsy Rose Lee, abetted by 7-year-old hot-lick piano prodigy Frankie "Sugar Chile" Robinson.

Jackie Gleason, mirth-quaking stage and radio comedian, will add an inimitable sparkle of comedy, while, completing the versatile round-up of stars, movie and stage dancer Johnny Downs will demonstrate the talent that has won him the title of a second Fred Astaire, and the

lissome Stuart Morgan dancers will appear in their own brand of sophisticated terpsichore.

In signing Tommy Dorsey and his band, the Fair has been praised for securing the musical services of one of the most consistently popular musical organizations of the land. Dorsey and his

By Robert Alterman

organization, besides their frequent appearances in the best-known dance spots of the country, have appeared in several movies, numerous supper club acts and special recitals, having recently given an especially noteworthy hot jazz concert in world-famous Carnegie Hall.

Dorsey himself is considered the greatest jazz trombonist of the day. His band, which can pour forth the most lilting sweet as well as hot music, is composed of many individually famous performers who have been tagged the most capable jazz musicians now on the bandstand.

Ziggy Elman and Charlie Shavers, both virtuosos of the hot trumpet, have been included in selections of many all-American jazz orchestras, and Stuart Foster, vocalist, is called a worthy successor of Frank Sinatra, who himself got his start with Dorsey's aggregation.

In the Tommy Dorsey Show, Gypsy

STARS of the auditorium attraction at the State Fair of Texas will include, left to right, Tommy Dorsey, Gypsy Rose Lee, Johnny Downs, Lita Morgan, and Sugar Chile Robinson.

Rose Lee will be making her first State Fair appearance.

Known as the anatomic bomb, she has won wide renown for her appearances in burlesque, movie, and stage productions. Recently she added to this notoriety in the theater by authoring two lusty detective novels with a burlesque background. In her appearances here, she will introduce to Fair Park audiences a hand-picked company of chorines who will assist her in an individually provocative display.

Chairman Schepps predicts that one of the most talked-about acts in theatrical annals, that of piano-mad "Sugar Chile" Robinson, will be an undeniably high point of the production. This juvenile star, recently discovered in an amateur theatrical contest, has risen from the obscurity of Detroit's Negro slums to become what is perhaps the highest paid entertainer of his race now performing, surpassing the earnings of heavyweight champion Joe Louis and others.

Robinson, who weighs all of 80 pounds, hums wildly as he pounds out his rumbling boogie, and he frequently gets so lost in his music he slaps the keyboard with his fists, knuckles, forearms or head. He never had a piano lesson in his life. Because his head barely reaches above the keyboard when he is seated before the piano, he often stands while playing.

Comedian Jackie Gleason will bring to State Fair audiences the salty, down-

(Continued on Page 47)

WHAT IS **YOUR** BUSINESS "BLIND SPOT"?



Business activity is running at flood-tide! Authorities say the greatest era of expansion ever known is just ahead. Right now—today—there are more top-flight positions than there are men capable of filling them.

And here's the reason why: Responsible, high-salaried jobs demand men who are familiar with the whole structure of business—Accounting, Finance, Production and Marketing. Men with "blind spots"—those whose knowledge is limited to one or two departments—are severely handicapped.

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The Institute's program of executive training is described in the fast-reading pages of "Forging Ahead in Business." You may have a copy of this stimulating 64-page booklet, free and without obligation, simply by returning the coupon below. But please do not send for the booklet unless you are genuinely interested in self-improvement. Its appeal is limited to men who are looking ahead and who seriously intend to move ahead. For men of that type, "Forging Ahead in Business" has an inspiring and informative message.



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Business Opportunities

EDITOR'S NOTE: The Dallas Chamber of Commerce cannot guarantee any firm or individual mentioned in this column. All statements are those offered by the firms or individuals, and it is suggested the usual investigation be made in each instance.

The following individuals and firms are interested in representing Dallas manufacturers in their respective territories:

Avery & Hoskins, 319 West Pender, Vancouver, B. C.; importers and manufacturers' agents selling to chain and department stores throughout western Canada; desire to represent Dallas manufacturers.

W. Earl Ladlow, P. O. Box 783, Phoenix, Ariz.; manufacturers' representative in Arizona, New Mexico, Texas, and Mexico; desires additional lines of furniture, electrical appliances, household items, furnaces, and hardware.

Facture, Inc., 2412 South Seventh, St. Louis 4, Mo.; designers, engineers, fabricators; interested in contacting manufacturers desiring sales representation in the St. Louis market.

Hoffman-Ramsay Company, 1860 Tutwiler, Memphis 7, Tenn.; desires to represent manufacturing concerns in western Tennessee and vicinity.

L. G. Aston and Company, 122 East Forty-Second, New York 17, N. Y.; manufacturers' representative; desires additional items to sell either as a direct manufacturers' representative or on a distributor basis.

D.A.S. Brokerage Company, Lackawana, N. Y.; interested in contacting food packers or manufacturers who wish items introduced and distributed on a manufacturers' representative brokerage basis.

National Pacific Distributors, 3723-B Wilshire, Los Angeles 5, Calif.; desires to represent Dallas manufacturers on the west coast.

The following individuals and firms are seeking representation in Dallas and vicinity:

Schreiber Jewelry, 246 Fifth, New York 1, N. Y.; manufacturer of artificial pearl jewelry; desires representation on a state-wide basis.

L. H. Russell Company, 5127 South Vermont, Los Angeles 37, Calif.; manufacturer of aluminum boudoir lamps; desires representation in Dallas.

K. J. Leslie, 171 West Ninety-fifth, New York 25, N. Y.; distributor of zippers; desires Dallas representative calling on the local garment trade.

Werner Molded Plastics Company, 295 Fifth, New York 16, N. Y.; manufacturer of plastic bathroom accessories, drapery accessories, and kitchen items; desires Dallas representation with established agencies.

Hastings Sales Engineering Company, 530 Commonwealth, Boston 15, Mass.; is seeking distribution in the Dallas area of a precision nailer.

William C. Bundy, 7266 Beverly, Hollywood 36, Calif.; distributor of ceramics, wood, and metal gift ware; desires salesman (veteran preferred) in the Texas, Oklahoma, Louisiana, Missouri, and Arkansas territory.

Thorsen Tools, 5321 Horton, Oakland 8, Calif.; manufacturer of hand tools; desires state-wide distributor.

G. G. Smith, Box 309, New Bern, N. C.; wants partner to help form a wood preserving business in Dallas.

S. R. HARWELL has been elected comptroller of the Magnolia Petroleum Company, and **L. E. FRENSELY** has been named comptroller of the Magnolia Pipeline Company.

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"HOLD THE LEVEL"

This year the Community Chest Drive faces the problem of meeting the needs of a fast-growing community without the benefit of mass contributions from War Industries. The growth of Dallas and postwar social problems make this work more vital than ever before. Community Chest health and welfare agencies and character building programs must keep pace with the growth of Metropolitan Dallas. This year the Dallas Business Community must "Hold the Level of Giving."

The Community Chest Budget for 1946 was \$1,895,000 — but the goal was only \$1,555,000. This was because the Chest had left over from the previous year a \$340,000 over-subscription. The Chest this year has only \$36,250 left over. Almost the entire 1947 operating fund must be raised in this campaign.



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State Fair Boosters

A STATE FAIR of Texas booster squadron of some 150 Dallas business men enjoyed the hospitality of Corsicana's tenth annual Livestock and Agricultural Show last month and reciprocated by inviting the Navarro Countians to attend the Dallas exposition.

Members of the Dallas party are pictured at top getting aboard the four chartered busses which carried them to Corsicana, with stop-overs en route at Waxahachie and Ennis.

Governor-nominate Beauford H. Jester of Corsicana, who greeted the Dallasites as guests at a luncheon of the Corsicana Rotary Club, is shown at center, left, being presented with a Dallas souvenir by R. L. Thomas, who was chairman of the speakers' committee for the one-day good will trip, first since before the war. At right, center, James K. Wilson, Jr., is pictured attaching a "Dallas" band to his hat just previous to the departure of the busses from the Dallas Chamber of Commerce Building.

Tom H. Owens, chairman of the transportation committee, is pictured at left loading thousands of State Fair leaflets on the busses for distribution to Ellis and Navarro County residents. At right James K. Wilson, Sr., who was general chairman in charge of the group, gives the "go" signal after making certain that all members of the party are on busses, including Jack Estes, who climbed aboard just ahead of Mr. Wilson.

Volunteering as a standby driver, Louis Charnisky, chairman of ticket sales, is shown at the wheel of one of the busses getting a few pointers from J. W. Zadik.

"We are mighty happy to have you good neighbors from Big D down here in friendly C," said Mr. Jester in assuring the Dallas delegation that he and his Corsicana neighbors always had attended the State Fair of Texas and certainly would visit it again this fall in large numbers.

"We glory in the development of the State Fair and pay tribute to those Dallas citizens who laid the foundation for this great exposition. The State Fair is a means of selling Texas, its products, and its industries, to itself and to the nation."

Mr. Jester was presented with a hand-carved picture frame shaped in the form of an open book. The frame was made by the Open Book Frame Shop, a new Dallas manufacturing concern and was prepared especially for Mr. Jester by K. M. Purse, manager of the company.

—Photographs by Thomas K. Cone, Jr.



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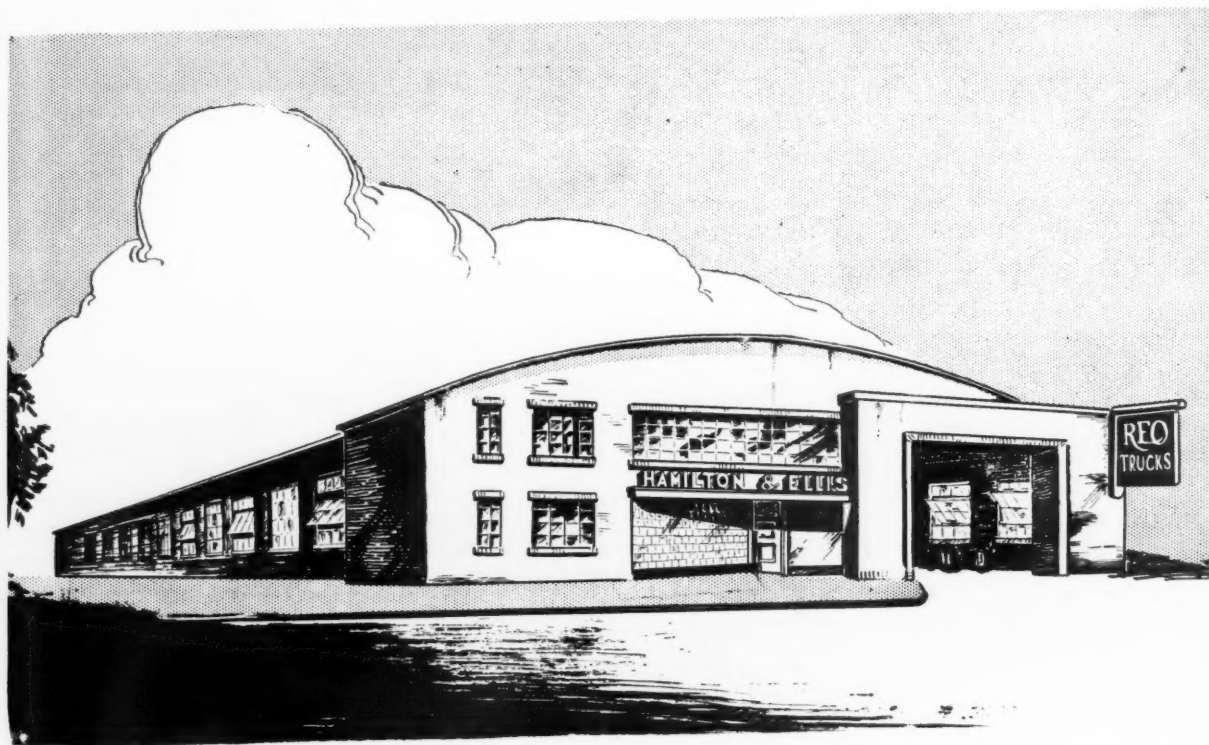
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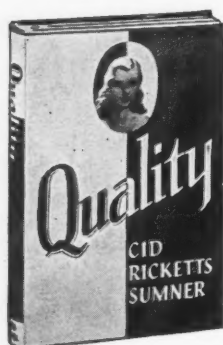
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QUALITY

By Cid Ricketts Sumner. Published by Bobbs-Merrill Publishing Company. \$2.75.

The word "quality" has been defined by Webster as "a degree of excellence." Upon exploring the word further we may discover many varied interpretations for it is a word which has numerous meanings. Cid Ricketts Sumner has tackled an age-old story with calmness, warmth, and infinite understanding and appeal in her recent novel of racial difficulties, "Quality."

This dynamic story of Pinkey, the Mississippi negro who was educated in the East, and because of her light complexion found that she passed for white, is not just another story of the race question. Pinkey was ambitious and anxious to take advantage of the opportunity her aged grandmother had given her. But Pinkey was not quite strong enough to face the facts and admit she was just masquerading.

Her hour of trial came when a white doctor fell in love with her, and set their wedding date. The play was over then, and Pinkey ran away, back to Mississippi to a life almost alien to her. She was all mixed up inside, for there seemed to be no place for her; certainly not with the whites, and her education lifted her far above her own race in Liberty Grove, Miss. But Liberty Grove jolted her back to reality on every corner.

Pinkey had a hard road to travel before she found her place in life, and made the most of her chosen profession, nursing. She wished many times that she had never seen life beyond the sheltered roof of Aunt Dicey.

This is a story of great depth and emotion, holding that the deserving of any race may come forward and find justice. The author has such a complete and unbiased understanding of all sides of her characters that she presents them without prejudice, but with a great sympathetic insight to one of our most timely problems.

I think, perhaps, as the jacket letters suggest, printed half in black and half in white, that "Quality" means just that

in both races for those who are big enough, strong enough, and deserving enough to be worthy of the word.

Frank Canady, the negro doctor, had quality; the old mansion was filled with the characteristic things that represent quality; and Granny, proudly known to her white folks as Aunt Dicey, old and uneducated but with a true philosophy, had all the attributes that make up quality. Pinkey? Yes, she was on her way as the story ends to possess some part of this intangible word, for she was making a place for herself after having seen life at its best and its worst. She had decided her fate handsdown with a determination and will to succeed. This is, indeed, a story for all to read and digest, especially is it for those who wish a better and broader understanding of all the Pinkeys who are trying to find their place in the world today.

Mrs. Sumner has found the true secret of writing that so many authors miss. Her power of description and flair for telling a story keep the reader thoroughly under her spell at all times. Having spent her earlier years in Mississippi and the old South, she is familiar with all the angles of the problem of which she writes. —Jerry Porter.

A TREASURY OF HORSE STORIES

Collected by

MARGARET CABELL SELF

Illustrated by
EDWIN MEGARGEE

For those who love and own horses

For those who like good horse stories

For those who read fine literature

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This book is an anthology containing stories by John Steinbeck, Rudyard Kipling, Will James, Oliver Wendell Holmes, John Galsworthy and others.

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Campaign Chairman

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IN DALLAS *Last Month*

HERBERT E. ARNOLD, who has been acting collector of internal revenue at Dallas for the North Texas district since the death of W. A. Thomas, has been appointed to fill the position permanently by President Truman.



President of the newly founded Dallas Health Museum, second institution of its kind in the United States, is R. L. THOMAS. Other officers of the museum, sponsored by the Dallas Academy of Medicine and housed in the former Natural Resources Building at Fair Park, are: CHARLES R. MOORE and MISS MARGUERITE HAYS, vice presidents; DR. M. O. ROUSE, secretary; and W. RAY SPEARS, treasurer.

GUY L. TATE, who has been with the Magnolia Petroleum Company for 31 years in various capacities from clerk to assistant treasurer and secretary, has been elected a director and vice president in charge of marketing. W. B. REW, who has been with the company for 31 years in the marketing division, has been advanced from assistant marketing manager to manager of marketing.

RUFUS CALDWELL has resigned his partnership with the general insurance agency of A. C. Prendergast & Company but will continue his association with the agency as an independent insurance counsellor.



Club President. Leonard M. Green has been elected president of the Salesmanship Club of Dallas, succeeding John Higginbotham. Other officers include Felix R. McKnight, first vice president; Joe O. Neuhoft, second vice president; and Frank Hamm, secretary. Members of the board of directors in addition to the officers are Hal Gullledge, L. L. Hotchkiss, William R. Moore, John Dunlap, George Baldwin, Ralph McCann, Al Webber, Parry McClure, and Mr. Higginbotham.

Safeway Zone Manager. Newly appointed manager at Dallas for Safeway Stores, Inc., is C. H. Bartlett, who has been transferred from a similar assignment at Oklahoma City. His appointment was announced by F. O. Burns, Safeway division manager at Dallas for Texas, Oklahoma, and Arkansas. Mr. Bartlett, whose Dallas zone comprises all safeway stores in north, east, and central Texas, has been with the Safeway organization for the last 21 years.

ROBERT E. ABERNATHY, president of the Interstate-Trinity Warehouse Company of Dallas, has been named to the encyclopedia advisory committee of the American Warehousemen's Association, merchandise division.

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New Bank Vice Presidents. W. H. Leatherwood, left, and Chester Albritton have been elected vice presidents of the First National Bank in Dallas. They are serving in the correspondent banks division. Mr. Leatherwood was formerly assistant vice president of the First National Bank, and Mr. Albritton was formerly a vice president of the City National Bank of Houston.

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MARC ANTHONY, president of the cotton firm of Marc Anthony & Company, and BEN H. MITCHELL, secretary of the Employers' Casualty Company and Texas Employers' Insurance Association, have been elected members of the board of directors of the Hillcrest State Bank.



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We are all willing to help someone in real need... but there are many needy people we never know about. Use the Community Chest as your charity agent, to be sure your charity dollars go where they are needed most... where they will do the most good. Give all you can this year. The Chest needs your support.

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DALLAS

TEXAS

National Silver Company Opens Branch Office in Dallas

The National Silver Company of New York City is opening a wholesale office and showroom in Dallas on the tenth floor of the Southland Life Building, with the formal opening scheduled for October 14. The Dallas branch, under the direction of Lee Novat, Southwestern sales manager, will serve the states of Texas, Oklahoma, and Kansas.

National Silver Company is the manufacturer of sterling and silver-plated flatware, hollowware, table cutlery, kitchen cutlery, dinnerware, dresser sets, compacts, and various gift items. Dallas has been selected for the new branch because it is considered by company officials as an ideal distributing point for serving an important market, Mr. Novat said. Associated with Mr. Novat are George Olsen and Richard Wolk.

A veteran executive with Ford Motor Company for more than 30 years, J. F. GILES, JR., has been advanced from district supervisor of Lincoln-Mercury sales and distribution to district manager at Dallas, with jurisdiction over all of Texas.

New sales manager of Wonder Bread, Continental Baking Company, in the Dallas plant is FRANK B. HÖLWICK, who has been in the baking field for many years and was formerly associated with plants in Kansas City and Houston.

TEXAS *Manufacturing* INDUSTRIES



FURNITURE

and Allied Products

Texas forests, abounding in lumber vitally needed for today's housing shortage, are also supplying raw materials for another of the state's growing industries, the manufacture of furniture and allied products. A pre-war statistical report shows that there were 215 establishments manufacturing a variety of products such as household furniture, cabinets, mattresses and bedsprings, upholstered furniture, office and store fixtures, venetian blinds, and other allied products.

Total wealth of this industry before the war, according to the last census of manufacturing, was \$26,716,794 of which \$12,972,087 represents the value added by manufacturing. The furniture manufacturing industry employed 7,057 workers at an

annual wage of \$5,879,312. More than 50,000 tons of finished products were exported through Texas ports.

During the war most of Texas furniture manufacturing plants were converted for production of war materials, but now that the war is over, factories have returned to civilian production. As more lumber, metals and plastics are made available, Texas furniture manufacturing will grow and expand to provide more jobs for Texans and much needed furniture for Texas homes.

The Texas Employers' Insurance Association, Texas' largest writer of Workmen's Compensation insurance, salutes this ever-expanding industry.

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HOMER R. MITCHELL, Chairman of the Board A. F. ALLEN, President

MRS. ESTELLE T. BRADFORD has been named head of the speech and English department of Hagar Business Institute. MRS. LAURA BUSSEY has been added to the faculty as accounting teacher.

F. A. BARSHOP and SAM BARSHOP have assumed management of the department store, 2550-52 Elm, which has been operated for 37 years by their father, MAX W. BARSHOP.

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Public Relations Directors. Samuel C. Pace, newly appointed director of public relations at Dallas for the southern region for American Airlines, right, is pictured with his assistant, Jack Saunders. They have headquarters in the Mercantile Bank Building. A graduate of Columbia University's School of Journalism, Mr. Pace served as a reporter for the "New York World" and "New York Herald-Tribune" previous to becoming assistant advertising manager for the Strathmore Paper Company. While in the Army, he served for a time with the Eighth Service Command in Dallas. Mr. Saunders has been in the public relations department of American Airlines for the last 15 months.

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THEO. P. BEASLEY, President

DALLAS, TEXAS



Joins Southwestern Life. Paul McCarroll, former assistant city attorney and municipal judge, has joined the Southwestern Life Insurance Company's legal department as an associate of James Ralph Wood, vice president and general counsel. Before entering military service in 1942, Mr. McCarroll was engaged in the private practice of law in the firm of Thompson, Meek and McCarroll. A native of Pecos, Texas, he did his pre-law work at Southern Methodist University and was graduated from the school of law of the University of Texas.



County Purchasing Agent. E. Glenn Martin has been appointed Dallas County purchasing agent by the County Commissioners' Court, succeeding Alfred E. Craven, who resigned to become a lumber analyst with the Federal Government. First a purchasing agent and later assistant manager of Metzger's Dairy, Mr. Martin more recently has been an assistant rights-of-way agent for Dallas County.

Second Expansion Announced For Fluorescent Electric

The Fluorescent Electric Supply Company, which was established in Dallas in July, 1942, by Joe Pollatschek, sole owner, is making its second expansion in four years. Remodeling work is being completed for new modern warehouse, offices, and display room at 2210 Main.

Housed initially at 1603 Patterson, with fluorescent starters as the sole commodity distributed, the Fluorescent Electric Supply Company moved into larger quarters at 323 North Akard in 1944. The firm is now exclusive distributor for Neo-Ray, Regent-Savoy, L. J. Segil, and Loumac fluorescent fixtures as well as Leader Manufacturing Company's art metal. Being added is a line of household and commercial incandescent lighting fixtures as well as electrical appliances. The concern has representation in eight states and serves exclusively certified electrical contractors and dealers.

Leonard W. Pollatschek became associated with the firm in 1943.

An Army Air Forces veteran, JACK EVANS has returned to the White-Plaza Hotel as assistant manager.

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Merchandise Manager. Mrs. Grace Graham has become merchandise manager of the sportswear division of Neiman-Marcus Company, as successor to Mrs. Rosalyn DeHart, who resigned recently after four years of service to join her husband in New York City. Mrs. Graham has been associated with Marshall Field of Chicago for the last 11 years, initially as a buyer in the sportswear division and more recently as manager of the Lake Forest branch store.

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Directs Bond Department. R. McRee Davis, formerly with the firm of James,

Stewart & Davis, Dallas investment bankers, has been named vice president and manager of the bond department of the Texas Bank and Trust Company. Mr. Davis has had broad experience in handling municipal bonds in Texas as well as Government securities.

* * *

JOHN P. COSTELLO, agent at Dallas for the Southwestern Life Insurance Company, who was selected several months ago to complete an unexpired term as a member of the board of trustees of the National Association of Life Underwriters, has been re-elected.



Traffic Manager. As newly appointed traffic manager of the Braniff International Airways' airmail and cargo department, M. L. Anderson will have charge of Braniff's long established airmail and express services as well as the airfreight and international air express programs, most recently developed activities of the department. Before joining Braniff, Mr. Anderson had been connected with Railway Express Agency since 1931.

* * *

C. E. WINFORD, associated with the Hart Furniture Company for 12 years, has resigned to give his full time to the Belmont Furniture Company, 2718 Greenville, which he organized in 1945.

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For more than 26 years, Federal Electric has been serving Texans with quality electrical advertising. Our skilled personnel have the ability . . . the experience . . . the ideas to make your electrical advertising outstanding. Federal's lease and maintenance plan offers you this combination-for-quality at the most economical rate possible. Ask how Federal's lease and maintenance plan can be applied to your electrical sign advertising program. You'll find your local Federal representative more than glad to explain it in full. Call him.

ASK ABOUT FEDERAL'S
MAINTENANCE PLAN FOR
YOUR NEON SIGNS



FEDERAL ELECTRIC COMPANY, INC., OF TEXAS



Rolnick Hat Company Building New \$200,000 Factory and Office

A \$200,000 expansion program for Rolnick Hat Company of Dallas will include a new factory and office building under construction on a site purchased at the corner of Belview and Cockrell.

Scheduled for completion by January 1, Rolnick's new home, pictured by the architect's perspective sketch reproduced above, will cost approximately

\$150,000. To make the plant one of the most modern in the country, it will be equipped with \$50,000 of new hat-making machinery. Of steel, cement and face brick construction, the factory will measure 200 by 60 feet and will have total floor area of 14,200 square feet.

The new factory will enable the firm to increase its production by 100 per cent, said George Rolnick, owner. The

site is large enough for additional expansion in the future.

Manufacturer of men's hats for dress wear and men's and women's Western and cowboy hats, the Rolnick Hat Company was founded in 1917 as Rolnick Brothers Hat Company by three brothers, Gus, George and Harry Rolnick. George Rolnick has been sole owner since 1922. The factory now occupies the entire sixth floor of the Commerce Building at 115 South Poydras.

George H. Dahl is the architect for the expansion project. Contractors are Vivrett and Vivrett. The site purchase was handled by Dee R. Reeves and Elmer R. Horne, realtors.

After five years of Army service, FRED E. NEWMAN has opened a bar-

ber shop on the twelfth floor of the Irwin-Keasler Building.

COLONEL R. G. MOSES, retired regular Army officer, has been named director of the ROTC program for the Dallas high schools, succeeding COLONEL GILBERT A. ACKERMAN, who has been assigned to occupational duty in Germany.

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Miller Heads Dallas Region Of Department of Commerce

Expansion of field service of the Dallas regional office of the United States Department of Commerce has been completed with the appointment of Ray L. Miller as regional director.

Mr. Miller, who has been deputy regional director of the Department of Commerce in Dallas since last January, has assumed direction of facilities enlarged by the consolidation of activities of the former Bureau of Foreign and Domestic Commerce, Bureau of Census, Foreign Economic Administration, and the Smaller War Plants Corporation offices into a single unit, with headquarters in 602 Santa Fe Building.

The Dallas region covers Texas and Louisiana, with district offices in Houston, San Antonio, New Orleans, Texarkana, and El Paso. The Dallas regional office completes a nation-wide network of fourteen regions with a total of 75 offices.

Mr. Miller, a native Texan, was for-



RAY L. MILLER

merly deputy regional director at Dallas for the Smaller War Plants Corporation. He previously served for two years with the War Production Board in Dallas, and before that was special representative in the Southwestern area of the General Tire and Rubber Company for 12 years.

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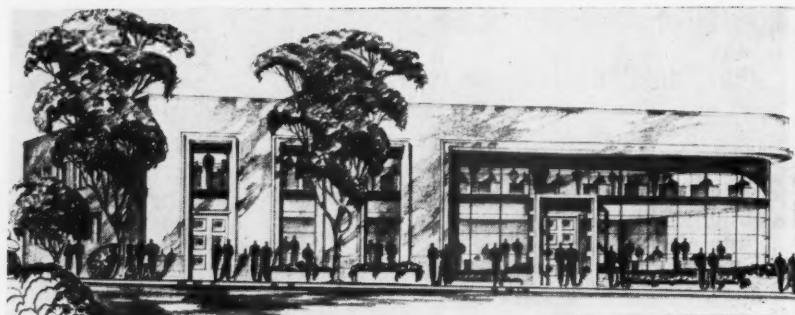
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New Burroughs Home. Construction began in Dallas last month of a modern, two-story building to house district, sales, and service offices of the Burroughs Adding Machine Company. Pictured by the architect's sketch reproduced above, the structure will face 144 feet on North Akard and 109 feet on McKinney, at the southeast corner of the intersection.

Location of the building site conforms with the Burroughs trend to move away from downtown business areas, said C. Ray Scott, Dallas district manager. The Burroughs company will occupy the first floor of 9,500 square feet and basement of 1,450 square feet, with drive-in entrance from McKinney. The second floor office space, with separate entrance foyer, will be leased to national concerns. The building of steel construction with hollow tile exterior walls has been designed by Smith & Mills, Dallas architects, and is being erected by Robert E. McKee Construction Company of Dallas.

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DALLAS



New Dallas Sports Store. Specializing in the outfitting of the cattleman, the horseman, the hunter, and the fisherman is the new Dallas sportswear and accessory shop of Withers & Company, Inc., 1401 Pacific. The store handles clothing, boots, and shoes in the Western style, guns, fishing and hunting equipment, bicycles, games, and sporting goods, and plans later to carry a complete line of motors for boats. Interior view pictures Joe A. Foster, manager of the hat, outdoor, and western clothing departments, left, and John T. Withers, III, president of the company. Tom O. Sheeran and W. L. (Bill) Guthrie are also associated with the new firm.

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Fashion Awards

PRESENTATION of the annual Neiman-Marcus Awards to eight national personalities highlighted the ninth Fall Fashion Exposition of Neiman-Marcus Company last month.

One of the awardees—Adele Simpson of the house of Mary Lee, Inc., New York City, designer of fashions combining ultra-sophistication, youthfulness, and purpose—is pictured at top, left, receiving her "Oscar of the fashion industry" from Stanley Marcus, executive vice president of the specialty store. Shown at top, right, with Lawrence Marcus is Mrs. Howard Hawks, Hollywood, Calif., first individual in the consumer field to receive the award because of her influence in fashion creation.

Pictured, second from top, left to right, viewing the display of fashions, including the 10 most prophetic costumes of the year, are: William D. Phelps, New York City, co-winner of an award with his wife for craftsmanship in working with fine leather and old metals in the creation of handbags; Mrs. Hawks; D. Lever of the Joyce shoe organization; Faie Joyce, co-winner of an award with her husband, William Joyce, Pasadena, Calif., for shoe designing; and Harry Landon, Delavan, Wis., who received the award presented the Mutation Mink Breeders' Association for its contribution to the fashion world in increasing by scientific research and application the color range in furs.

Additional awardees, shown at left, second from bottom, are John Gates, New York City, who as director of design for Steuben Glass, Inc., was recognized for merging the arts of architectural glass, sculptured glass, and fine engraving; and Elizabeth Phelps, who shared the award for design of handbags



with her husband. At bottom, left, are pictured Mr. and Mrs. Herbert Marcus, Sr.

Those participating in the activities

—Photographs by Thomas K. Cone, Jr.

honoring the award winners during their Dallas visit included, third from top, left, Walter Henshel and Ezequiel Padilla, former minister of foreign affairs of Mexico, and second from bottom, right, Daniel Fort. At bottom, right, is scene of fashion exposition filmed by Paramount.



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Alex D. Hudson
James S. Hudson

Ned Kerr Added to Staff Of Industrial Department

A West Virginian, who came to Dallas in 1940 as an Army Air Forces student, was "washed out" in the Love Field training school, but liked Dallas so well that he has remained ever since, has joined the staff of the Dallas Chamber of Commerce as assistant manager of the industrial department.

The new staff member is Ned Kerr. He has replaced Scott Bower, Jr., who resigned to become regional executive placement officer in Dallas for the Office of Price Administration.

A graduate of the University of West Virginia, Mr. Kerr went to work in the Dallas plant of North American Aviation, Inc., after his air corps assignment. As coordinator in the inspection department, he was responsible for analysis of all inspection records in relation to production, for inspection procedures and their coordination with Army Air Forces officials, and for job classification and



NED KERR

records of approximately 1,800 inspection department employees. After the aircraft plant was closed, he was employed in the Dallas public schools' special GI training program.

As assistant manager of the industrial department, of which Andrew W. DeShong is manager, Mr. Kerr is primarily responsible for business research and statistical work of the Dallas Chamber, and is also active in the organization's general industrial development work.

JAMES R. TEMPLE, president of Oak Farms, Inc., and WILEY ROBERTS, Oak Cliff real estate man and home builder, have been elected to the board of directors of the American National Bank of Oak Cliff.

Army Air Forces, has been appointed manager of the Dallas office of the Fireman's Fund and Western Indemnity Companies, with headquarters in the Wilson Building.

MELVIN D. GEORGE, who re-entered the insurance business in San Francisco several months ago after service in the

Formerly with the Dallas Museum of Fine Arts, MISS JEANNE WADE has become associated with the public relations firm of C. E. Fitzgerald Associates.

A Navy veteran who has been with the Ford Motor Company since 1924, T. M. ROACH has been advanced to assistant manager of the Dallas district.

RADIO CITY DISTRIBUTING COMPANY will be Dallas representative for the new MGM phonograph records to be manufactured shortly by Loew's, Inc.

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New Methodist Pastor. The Rev. Robert E. Goodrich, Jr., has been named pastor of the First Methodist Church at

Dallas, succeeding Dr. Allen Moore, pastor for the past two years, who is now relinquishing that position to enter the evangelistic field. Mr. Goodrich, formerly pastor of churches in Port Arthur, Houston and El Paso, will formally be appointed pastor of the Dallas church at the sessions of the North Texas Conference in Dallas this month.

New president of the Dallas Veterans' Service Center is WEAVER E. HOLLAND, chairman of the military affairs committee of the Dallas Chamber of Commerce, who succeeds TOM H. OWENS. Other new officers are: ERNEST L. TUTT, vice president; JOE J. MURRAY, secretary; and JACOB KRAVITZ, treasurer.

VIGGO LARSEN, formerly head designer and manager of the Biltmore Hotel Floral Shop in Los Angeles, has been appointed head designer for the George M. Stuart Florist Shop.



Opens Dallas Office. Walter S. Kline is manager of the Dallas office opened in 711 Construction Building by the Homer Griffith Company, national radio station representative organization, with headquarters in California. Mr. Kline was formerly with the Texas State Network, and more recently has been commercial manager of Radio Station KVSQ, Ardmore, Okla.

E. L. CALLIHAN, formerly chairman of the department of journalism and news at Baylor University and previously at Drake University, has been appointed chairman of the department of journalism at Southern Methodist University, succeeding LESTER JORDAN, recently named business manager of athletics at SMU.

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Heads Insurance Agents. New president of the Dallas Insurance Agents' Association is George F. Cox, head of the George F. Cox local fire and casualty insurance agency, Gulf States Building. Other officers are: Hal Gullledge, Highfill, Gullledge & Terry, first vice president; Willard Crotty, J. W. Linsley & Company, second vice president; C. M. (Pat) Patrick, C. M. Patrick agency, secretary-treasurer; and Alfonso Johnson, elected for his sixteenth year as manager of the association. New directors include Eric C. Gambrell, Seay & Hall; Joe Westerlage, Cruger T. Smith Agency; J. Frank Holt, Theo (Ted) Jones, Jim Teeling, and Richard Lett. In addition to the four elected officers, hold-over directors include Frank Down and Alphonso Ragland, Jr., retiring president.



Latin American Manager. Alfredo de los Rios, founder and executive vice president of the Inter-American Esca-drille, an organization devoted to the promotion of inter-country flying throughout the Americas, has been appointed manager of Latin American sales for the Luscombe Airplane Corporation. A pilot for 20 years, he was in the export division of Fairchild Engine and Air-plane Company in charge of sales of personal planes, previous to his association with Luscombe.

CASTING TOURNAMENT SCHEDULED FOR FAIR

Texas fishermen are expected to converge on Dallas in great numbers for the state casting tournament scheduled for the State Fair October 19-20 under sponsorship of the Dallas Anglers' Club. The tournament will include nine events on the Fair Park esplanade, with J. M. Townsend and Don West as captains.

The events will be held as follows: October 19, Junior $\frac{5}{8}$ accuracy, plug, 15 years and under; Boy Scout $\frac{5}{8}$ accuracy,

plug; wet fly accuracy; dry fly accuracy; open $\frac{5}{8}$ accuracy; and October 20, open $\frac{3}{8}$ accuracy, plug; women's $\frac{5}{8}$ accuracy, plug; $\frac{5}{8}$ accuracy, team, plug; and fishermen's $\frac{5}{8}$ accuracy plug. Cecil L. Cartwright is president of the Dallas Anglers' Club.

Robert D. Goodwin

ARCHITECT

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Dallas, Texas

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Texas Oil Men to Hold Victory Convention

PLANs for the first general meeting of Texas' petroleum leaders since 1943 are rapidly being completed by the Texas Mid-Continent Oil and Gas Association, Andrew M. Howsley, general counsel, has announced from State headquarters in Dallas.

A large number of Dallas oil and gas men are due to attend the session, to be held October 17 and 18 in Houston. Heading the delegation from Dallas will be Jake L. Hamon, vice chairman of the Dallas Chamber of Commerce oil and gas committee and former president of the association. Mr. Hamon and Eugene McElvaney of Dallas, association treasurer, are active with Mr. Howsley in planning the organization's first post war convention.

Designated as the Victory Meeting of

Texas oil and gas operators, the session will have for its theme the part which petroleum played in helping win the war. Texas alone supplied nearly three-fourths of all the nation's increased oil needs for war, over half the added natural gasoline, two-thirds of all the carbon black, two-fifths of the synthetic rubber, and a large share of the toluene for high explosives.

Coming to Texas especially to address its petroleum industry at the meeting is James Forrestal, Secretary of the Navy, who will speak October 18 on "Oil and Victory." Secretary Forrestal will be welcomed by a committee of friends and former classmates at Princeton University.

Other well-known speakers will include Russell B. Brown of Washington,

general counsel for the Independent Petroleum Association of America, who will discuss "A National Oil Policy" at the opening session October 17. Cedric Foster, noted news analyst, will address the afternoon session and has been invited as guest of honor for the press reception and dinner that night at the Rice Hotel, convention headquarters. Chairman John Redditt of the Texas Highway Commission will speak on "The Oil Producer and the Gasoline Tax," and reports will be made by President Fred W. Shield of San Antonio and committee chairmen the opening day.

A full entertainment program also has been arranged for the oil and gas men, Mr. Howsley announced. The association's golf tournament will be resumed with teams representing all important Texas oil centers. E. L. Smith, Jr., son of a former president of the association, is captain of the Dallas team. Teams and individuals will compete for a number of prizes, including the W. B. Hamilton cup for low net, which will be presented at the annual reception and dinner October 18 at the Rice Hotel. A floor-show will complete the night's program.

The meeting has been scheduled so Mustang football fans can remain Saturday, October 19, for the S.M.U.-Rice Institute game in Houston. Ex-Aggies and supporters of Texas Christian University are expected to see the A.M.-T.C.U. game at College Station the same day.



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Heads Oak Cliff C. of C. Theo P. Beasley, president of the Republic National Life Insurance Company and a director of the Dallas Chamber of Commerce, has succeeded Clyde A. Wherry as president of the Oak Cliff Chamber of Commerce. James Dycus is treasurer, County Judge Joe B. Brown is legal adviser, and Guy Draper is vice president and general manager. New directors in-

Among the 25 leading department stores of the nation last year with respect to the use of display advertising in daily newspapers was Sanger Bros. of Dallas, which ranked seventeenth in lineage. The store carried a total of 2,888,065 lines of display advertising in the "Dallas Morning News" and the "Dallas Times Herald" during 1945, it was reported by E. P. Simmons, president of Sangers.

Leader of the 25 was the Jordan Marsh store of Boston, Mass., which used 6,363,329 lines in seven newspapers. Only one other Texas store—Joske's of San Antonio, with 2,883,245 lines in three newspapers—was included among the top 25.

Sanger Bros. has also been awarded a

bronze Oscar of Industry, signifying selection of the store's annual report to stockholders as first-place winner in the division of department store industry reports of the annual survey of stockholders' reports made by "Financial World." Reports of some 3,000 companies in 80 industries were included in the survey. The committee of judges which considered Sangers' 1945 report the best in its field included Dr. Lewis Haney, professor of economics at New York University; C. Norman Stabler, financial editor of the "New York Herald-Tribune"; Glenn Griswold, editor and publisher of "Public Relations News"; Sylvia Porter, financial editor of the "New York Post"; and Lester Tichy, industrial designer and artist.

Art work for the Sangers' report was done by Paul Lay, and the report was printed by William S. Henson, Inc.

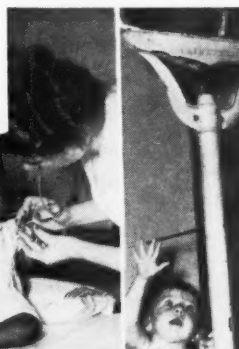
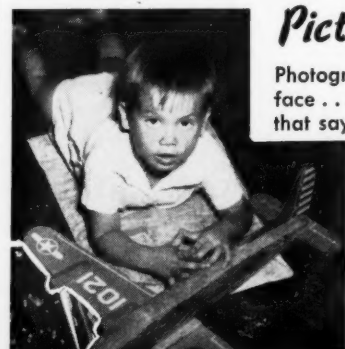
New musical director of the Music Center, 2909 Maple, is PATRICK F. BODDY, accordionist, composer, and teacher, who was recently discharged from the Army.

Pictures That Speak for Themselves

Photographs that catch a baby's tear . . . the smile of pride on a mother's face . . . the awe of a child on a doctor's table . . . are the photographs that say more than a thousand words. We're proud of the photographs from the Cone Studio that help put punch into the pages of this magazine. When you need photographs that sparkle with interest, life, and a message, we'd welcome a chance to show you what we mean.

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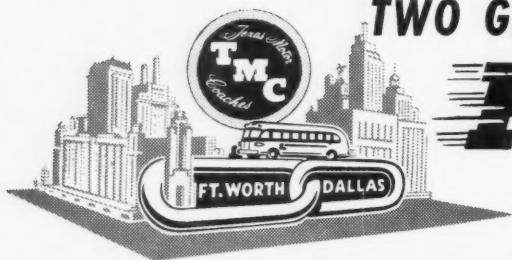


The March of Industry

New Lithographic Firm. Usher & Roberts Company, lithographic concern specializing in the four-color process, has begun operations in 6,000 square feet of floor space in the former North American Aviation B plant. Partners in the new business, all former G.I.'s, are Jack H. Usher, who is administrative head;

R. M. Roberts, who is in charge of production; and Rex D. Usher, who is serving in the production and maintenance ends of the business. The firm has been opened with more than \$66,000 of new equipment, including a 35x45-inch offset Harris press and a 40x48-inch Heubner camera.

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FIXTURES

APPLIANCES

Stewart Reorganization. With the reorganization of the management of the 102-year-old construction firm of James Stewart & Company, Harold Van Buskirk, vice president of the parent corporation as well as the Chicago subsidiary, will remain in charge of all building work in the Southwest area, with offices in Dallas and Houston. This work currently includes the extensive expansion program being handled for the Lone Star Cement Corporation of Dallas. Roger Peabody, who started with the company in 1919 and was in charge of Southwest operations from 1940 until last fall, with offices in Dallas, has returned to the company as vice-president in charge of all building work. M. E. Kalette, who has been with the Stewart company since 1921, has succeeded Harry D. Watts as president, and Joseph M. Cunningham, vice president for the past three years, continues in that capacity in charge of all heavy construction activities.

Opens Dallas Office. The new Dallas office opened in the Mercantile Bank Building by Harris Upham & Company, New York City, for the brokerage of stocks, bonds, and commodities on a commission basis, is under the management of Sam E. Pondrom. Account executives in the Dallas office include Lewis P. Grinnan, manager of the cotton department; Edmond L. Brown, manager of the investment department; Joseph A. Shea, Benjamin Richards, and Sam P. Johnson.

Beechcraft Tieup. As a cooperative step to improve Beechcraft sales and service, Southwest Airmotive Company, Beechcraft maintenance and overhaul headquarters, and Dallas Aircraft Sales, Inc., distributor of Beechcraft airplanes for the northern half of Texas and Louisiana, have become associated at Love Field. Each firm, however, will continue to maintain its own identity and operational independence. Dallas Aircraft Sales' hangar will be maintained for airplane storage and display purposes, and as point of origin for charter service.

Bank Increases Capital. The Hillcrest State Bank in University Park has increased its capital from \$100,000 to \$200,000 and raised its surplus from \$100,000 to \$250,000.

CHARLES L. HENRY & ASSOCIATES CONSULTING INDUSTRIAL ENGINEERS

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Tommy Dorsey Show

(Continued from Page 21)

to-earth brand of humor that recently brought him the reputation of one of the most popular funny men of the airwaves during his radio appearance on the Old Gold Hour. Gleason, a jolly bulbous-looking fellow, for several seasons handled the leading comedy role in the highly successful Broadway musical, "Follow the Girls."

Dancing of two extremely different varieties will occupy an important part in the show. That of Johnny Downs, who got his start as a child movie star in the old Our Gang Comedies, is of a highly specialized nature, capitalizing on intricate choreography and the mood and pace suitable to the skillful art of a solo performer. The Stuart Morgan dancers, who appeared in Dallas some time ago in one of the smartest supper club acts seen here for years, base their routine on ensemble dancing, using classically modern patterns and figures.

Matinee performances of the Tommy Dorsey Show have been arranged for each Saturday and Sunday, so that every visitor to the State Fair who so desires will have an opportunity to see this presentation of stars. The Dorsey extravaganza is one of the most sparkling attractions arranged for this year's great State Fair of Texas program.

New Membership Roundup

(Continued from page 19)

Butler's, Inc., 1706 Elm; Bill Cloud and J. P. Kalish; retail shoes.

G & B Candy Company, Buckner Boulevard and Lake June Road; J. D. Hevron; candy and wax novelty manufacturer.

Lydiek Roofing Company, 3709 West Mockingbird Lane; J. D. Thomas.

First Aid Equipment and Supply Company, Post Office Box 492, Israel Perlstein.

Levy Brothers, 1107 Jackson; Leonard Levy; wholesale women's handbags.

Abe Rose, 1102 Commerce; wholesale women's underwear.

General Plumbing Supply Company, 4301 Lemmon; R. W. Phelan. Hanson.

Phelan Floral and Nursery Company, 4301 Lemmon; R. W. Phelan.

United States Sanitone Company of Texas, 4525 Willow; Charles E. Clem; manufacturer of cold water paints.

Floyd B. Pitts, 2311 Magnolia Building.

Hagar Business School, 1708 1/2 Commerce; Eva Lee Hagar.

Purex Corporation, Ltd., 6000

Denton; Alex G. Bruce; chemical manufacturer.

Shaw and Estes, 1407 South Akard; Gaylord Shaw and B. R. Estes; contractors.

Walter H. Peek, Republic Bank Building; general insurance.

John F. Smith Sportswear, 225 South Austin; manufacturer.

Southern Brokerage and Sales Company, 1604 Tower Petroleum Building; A. P. Moore; oil properties.

Doran-Chevrolet, Incorporated, 3920 Main; Felix Doran, Jr., and Mike Persia.

International Intelligence Service, 523 1/2 South Ervay; C. W. Williams.

C. O. English, 5919 Monticello; general insurance.

Fred A. Standiford, 5235 Lindsley; mechanical engineering and air conditioning.

A-I Supply Company, 2411 Cottonwood; George Theriot; sanitary

products.

Turner's Cleaners & Laundry, 7024 Snider Plaza; O. H. Turner.

Matthews Jewelry Company, 6714 Snider Plaza; J. B. Matthews; retail.

Plaza Printery, 6922 Snider Plaza; O. O. Weilby.

Pace Appliance Company, 6932 Snider Plaza; J. W. Pace; electrical appliances.

Cloud-Boyette Printing and Letter Service, 1617 Bryan; C. M. Boyette.

William J. Davis, 1540 Ann Arbor; industrial photographer.

Travelers Insurance Company, Republic Bank Building; Charles A. Fair.

Weldon B. Bomar & Son, 6710 Snider Plaza; insurance and real estate.

Radio Hospital, Inc., Harwood and Bryan; A. O. Skeen.

Bill Shaw, 6017 Vickery.

Bishop and Edmondson Lumber Company, 2801 Ross; Albert Bishop.

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To obtain satisfactory investment results it is not necessary to be a financial genius. But it is necessary to have a great deal of time to devote to the job—more time than most people can take away from their regular business or profession.

Hundreds of hours a week go into the management of investment companies—companies organized for the single purpose of investing. Logically investment companies ought to produce better-than-average investment results.

According to a recognized financial weekly, 21 out of 32 mutual investment companies out-performed the Dow Jones Composite averages in the significant period from September 30, 1939, to June 30, 1944—several of them showing an advance twice as great as that of the Dow Jones average.

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502 DALLAS NATIONAL BANK BLDG.

DALLAS, TEXAS

Allen K. Lacy Company, 2504 Swiss; wholesale distributor.

Max B. Goldblatt, 901 South Harwood; general merchandise.

Singer Sewing Machine Company, 1514 Elm; G. F. Tinkle.

Zanders of Dallas, 1102-A Commerce; Alex Zanders; wholesale jeweler.

The Selig Company of Texas, 2207 Commerce; H. B. Siegel; sanitary products.

Arthur A. Burrell, 1814 Mercantile Bank Building.

J. G. Boyce, 930 Mercantile Bank Building.

K & K Appliance Company, 6833 Snider Plaza; O. M. Koon; electric and gas appliances.

Bedell Sporting Goods Company, 6829 Snider Plaza; Ross J. Bedell; retail.

Southern Reference Service, Inc., 2551 Elm; Bert C. Gore; publishers.

Hirsig-Frazier Company, Inc., Post Office Box 1140; R. H. Hirsig and W. A. Frazier; manufacturers' agent.

D. B. Thompson Cotton Company, 716 Cotton Exchange Building; merchant-exporter.

Broyles Fashion Shop, 210 North Akard; J. T. Broyles; men's furnishings.

Rudolph's Market, 2924 Elm; A. Pavelka.

Cook Machinery Company, Inc., 2901 Elm; John M. Cook, Jr.

Lowry Electric Shop, 2913 Elm; D. R. Lowry.

Griffin Tank and Welding Service; 3027 Elm; James F. Griffin.

Bunn-Staton Printing Company, 2807 Elm; William H. Staton.

Herbert M. Holcomb, United Fidelity Life Insurance Company, Elm at Griffin.

O. K. Rubber Welders, 2810 Elm; B. F. Gillespie.

Trinity Candy Company, 3003 Elm; Darwin E. Ellett.

Nicholas and Parks Machinery Company, 3225 Commerce; J. M. Nicholas.

Mincer Sales Fixture Company, 2024 Commerce; Philip Mincer; food store equipment manufacturer.

Dallas Jobbing Company, 2212 Commerce; Paul Jacobson; automotive parts distributor.

Inman Radio Shop, 2005 Pacific; W. J. Inman.

Lee Filgo, 2001 Pacific; automobiles.

All American Stores, 2019 Main; Carroll Johnson.

Standard Laundry and Cleaning Machinery Company, 3015 Bryan; C. B. Pugh.

Consumers Supply and Plumbing

Company, 3207 Gaston; S. Glickman.
Swann Shirt Manufacturing Company, 1109 South Beckley; Chester H. Swann.

"Red" Bryan's Smokehouse, 610 West Jefferson; W. J. Bryan.

Safeway Scaffolds Company, 352 Industrial Boulevard; H. H. Mott.

Gas Equipment Company, Inc., 2620 South Ervay; C. W. Cregier.

The Alan W. Bowser Company, 1816 Cockrell; Alan W. Bowser; oil equipment.

Distributors, Inc., 3542 Mockingbird Lane; John L. Henry; commercial refrigeration.

Bell Chemical Company, 2707 South Ervay; Ed H. Ashner.

Watt Bowser, 1900 Young; general auto repairs.

Hardin Drug Store, 1110 South Akard; J. L. Hardin.

Brodnax Package Store, 1905 South Akard; J. H. Brodnax.

North St. Paul Garage, 710 North St. Paul; A. F. Hopkins.

United Pump Service & Supply Company, 1701 South Lamar; William E. Crowder.

Standard Manufacturing Company, 1332 Canton; W. N. Oswald, oil well supplies.

B. David Benfer, Jr., 2206 Cedar

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Tower

Springs; real estate.

Atlas Manufacturing Company, 2206 South Harwood; H. Casper; sanitary supplies.

Ranger Boot & Shoe Company, 721 Browder; J. C. Williams; shoe manufacturer.

Tom B. Bond, 3200 McKinney; real estate.

Acousticon of Dallas, 521 South Ervay; Chris Durbin; distributor.

Apex Supply Company, 1117 South Akard; Joe Lever; plumbing supplies.

Lone Star Coffee Company, 519 South Ervay; I. L. Stahl.

D. C. O'Neill, 1322 Wood; liquor.

Perry Machinery Company, 409 South Akard; Hugh A. Perry.

Smith Company, 600 North Akard; J. L. Smith; rentals, insurance, and real estate.

Liberty Iron and Metal Company, 1307 River; I. Rosenfield.

F. H. Woodruff & Sons, Inc., 2215 Griffin; L. W. Derby; seeds.

Cole Salvage Agency, 2004 North Lamar; T. O. Cole.

Marshall & Moore, 3024 Greenville; C. R. Marshall; upholstery fabrics.

Mrs. Elizabeth Barfield, 316 North Pearl; cafe.

Doak and Smith Booking Agency, 2011-A Jackson; D. B. Smith, Jr.

Jack Howard, 606 Republic Bank Building; general insurance.

Record Printing Company, 614 Main; B. T. White.

Burk Manufacturing Company, 205 North Record; H. Burk, Jr.; manufacturer of men's and boys' trousers.

Variety Distributing Company, 911 Commerce; T. D. Herner; variety goods jobber.

Aubrey's Beauty Salon, 4424 Greenbrier; Aubrey Jeannsonne.

Ann Mason, 5921 Preston Road; real estate.

The Py-Mak Company, 1400 South Harwood; C. C. Loy; pie filling manufacturer.

Water Tank Service Company, 1115 Republic Bank Building; L. V. Orr; steel equipment maintenance.

Drs. Rouse, Patterson and Bagwell, 1108 Medical Arts Building; Dr. C. O. Patterson.

Craig and Langlotz, 511 South Ervay; W. P. Craig; wholesalers' and manufacturers' representatives.

Oak Lawn National Bank, Post Office Box 2580; Will C. Jones, Jr., president.

R. H. Crocker Company, 1804 Tower Petroleum Building; R. H.

Crocker; real estate.

Complete Prescription Pharmacy, 327 North St. Paul; A. E. Matthews.

John Christmas Realty Company, 5719 Lindell; John Christmas.

Southwestern Optical Company, 305½ North Ervay; Allen Bogart; optical wholesalers.

Security Title Company, 1327 Kirby Building; J. B. Waddington.

Crawford Manufacturing Company, Inc., 2501 South Ervay; N. C. Crutchfield; seat covers.

Sunnyland Wholesale Furniture Company, 1712 Laws; Ira Wallen-

stein.

Master Tank and Welding, 2001 Singleton Boulevard; S. O. Weempe.

Bauman Drilling Company, 1519 First National Bank Building; R. L. Bauman.

Jensen and Raupe Motor Company, 2114 North Harwood; E. J. Jensen.

Rick Furniture Company, 418 North Bishop; Charles Rick.

Service Printing and Office Supply Company, 924 West Jefferson; A. L. Brannon.

Roland Ellis Men's Wear, 333 West Jefferson; retail.

GIVE



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The Dallas National Bank

Jack Langston Company, 3700 Elm; manufacturer.

E. G. Boyd Trailer Company, 3922 Elm; commercial trailer manufacturer and distributor.

Kingsbury, 1516-A Main; J. B. Kingsbury; men's wear.

Buster Brown Juvenile Shoe Store, 1709-A Elm; S. F. Stone.

E. I. Jones, 1311 Liberty Bank Building; manufacturers' representative.

Spurgin Insurance Agency, 307 Great National Life Building; Ben Spurgin.

Carl H. Hunt, 1618 Gulf States Building; general insurance.

John A. Barr Company, 505 Great National Life Building; general insurance.

Dr. Paul M. Rattan, 425 Medical Arts Building.

The Southern Agency, 2029½ Main; Bruce McKee; finance.

The Dallas Athletic Club, Athletic Club Building; John Outland.

Process Engineers, Inc., 2409 Ross; C. F. Tears.

Ace Plumbing Supply Company, 3014 Ross; Sam Roback.

Abel Exterminating Company, 4320 Ross; H. O. Abel.

Dr. J. W. Rendleman, 508 Medical

Arts Building; dentist.

The Gibraltar Life Insurance Company, 406 Melba Building; W. E. Nettle.

Frisco Transportation Company, 1414 Corbin; J. N. Pitts.

Aston's English Bakery, 4306 Lemon; O. W. Aston.

A. Farnell Blair Construction Company, 3517 Oak Lawn; A. Farnell Blair and M. D. Carter.

Sulsky Manufacturing Company, 1501 Munger; I. Sulsky, furniture.

Roy M. Fellers Company, 2211 Olive; M. V. Scott; engravers.

Southern Express, Inc., 3131 Oak Lane; C. C. Cornish.

Van Winkle Motor Company, 4023 Oak Lawn; A. P. Van Winkle.

Strickland Transportation Company, Inc., 1800 Cockrell; L. R. Strickland.

Oneal Funeral Home, 3206 Oak Lawn; V. B. Oneal.

L. H. Davis & Sons, 3110 North Fitzhugh; Robert H. Davis; real estate.

King Ice Cream Company, 3508 Oak Lawn; J. W. Rogers.

Thomas Motor Freight, 5220 Hines Boulevard; William B. Thomas.

McMurray's, 1330 Commerce; Elizabeth Ann McMurray; bookshop.

Dixie I. Mathews, Liberty Bank Building; hat shop.

Fred L. Haskett, 211 North St. Paul; Richard J. Hambleton; travel service.

Southland Steel Company, Inc., 5219 Maple; Mrs. Agnes Gillespie.

Prudential Insurance Company of America, Republic Bank Building; James G. Hill.

Equitable Securities Corporation, 305 First National Bank Building; J. S. Garland.

Cockrell Electric Company, 2712 Live Oak; Clarence Cockrell, Jr.

Coghill Variety Stores, 129 North Marlborough; R. G. Coghill.

J. W. Remmer, 304 Sunset; plumbing.

Oak Cliff Music Company, 226 West Jefferson; W. Barton.

Southwest Title and Abstract Company, 515 West Jefferson; Owen George.

Oak Cliff Savings and Loan Association, 324½ West Jefferson; H. T. Green.

Fluid Equipment Company, 6110 Forest Park Road; Seth A. Good; air conditioning distributor.

Dittmar and Company, Construction Building; investments.

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FLOWERS WIRED ALL OVER THE WORLD

Tom Thumb Stores, Inc., 6906 Preston Road; J. R. Bost; groceries.

Milton K. Norton, 612 Wilson Building; attorney.

National Sales Company, 416 South St. Paul; Maurice Gottlieb.

Con-Tex Petroleum Corporation, 901 Continental Building; William Crawford.

Mercantile Barber Shop, Mercantile Bank Building; U. V. Barrow.

Brown and Halfpenny, 2109 South Ervay; Fisher Brown; wholesale radios and furniture.

Dallas Bottling Company, 2400 Holmes; J. E. Hogan.

Cookie's Coffee Shop, 4436 Lovers Lane.

A. B. Cass, Jr., 5816 Lovers Lane; real estate.

Ross Heating and Cooling Service, 2733 Overcrest; W. T. Ross, Jr.

Carl Short, Inc., 709 Continental Building; oil well drilling contractor.

Richard G. Fuller, 300 Southwestern Life Building; insurance.

Stockton Manufacturing Company, 212 South Poydras; R. V. Stockton; manufacturers of women's sportswear.

Zippet Blind Company of Texas, 8800 Lemmon; Tom Wilkes; venetian blind manufacturer.

William S. Campbell, 801 Mercantile Bank Building; attorney.

William McCraw, 801 Mercantile Bank Building; attorney.

Roy Hill Chevrolet Company, 132 North Lancaster; Roy W. Hill.

Modern Packagings, 532 Irwin-Keasler Building; Harold G. Cole; wholesale gift wrappings.

The Paraffine Companies, Inc., 1025 Liberty Bank Building; R. D. Sullivan; linoleum manufacturers.

Polar Bear Ice Cream, 1207 North Zangs; J. C. Brigham.

Texas Engineering and Manufacturing Company, Inc., Post Office Box 6191; Robert McCulloch and H. L. Howard.

J. F. Canterbury, 715 Rio Grande National Life Building; accountant.

Central Transfer and Storage Company, 2639 Elm; Forrest Cannon.

Scene, the Magazine of the Southwest, Melba Building; Wayland Boles.

W. W. Greer & Company, 2018½ Main; W. W. Greer; chemicals.

Withers and Company, Inc., 1401 Pacific; John T. Withers III; outdoor clothing and equipment, retail.

Frozen Bake Company, 1112 South Akard; Irving H. Comroe; frozen bakery goods.

Films, Inc., 210 Gulf States Building; Mrs. Ruth G. Jones; distributor.

Lowich Bros., Post Office Box 421, Waco, Texas; Asher Lowich.

Texas Pump and Supply Company, 500 Industrial Boulevard; W. B. Struble.

Fred and Tommie Carroll, 7123 Benning; Fred Carroll; imperial glassware.

The Moran Company, 2914 Hall; G. W. Moran; manufacturer of soap and chemical specialties.

Shearman Concrete Pipe Company, Maple Avenue Road; L. F. Dolch; manufacturer.

Goodier Company, 321 North Bishop; E. J. Goodier; perfumes and

chemists.

J. M. Irwin & Company, 1206 First National Bank Building; investment brokers.

Mask Advertising Service, Post Office Box 4397; C. E. Mask.

Hub News Stand, 1401 Elm; Morris Goldman.

Albert W. Gerlach, 2617 Main; used cars.

Lou's Coffee Shop, 314 North Harwood; John H. Jordan.

Mathis-Rowan-Tichenor Company, 3610 Ross; J. V. Rowan; floor coverings.

Auto Parts Company, 3415 Ross; T. J. Trippe; wholesale automotive supplies.

THE 2 TO 1 RATIO

Too often we think of the Community Chest as raising funds for local relief agencies when actually only about one-third of the funds spent by local agencies goes for direct or indirect relief, two-thirds of the agencies' money is spent in an effort to prevent and make unnecessary either direct or indirect relief.

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2. Improvement in health conditions in the children and family units.
3. Prevention of delinquency—character building and good citizenship.
4. Promotion of self-reliance and sound social adjustment for the individual.



Obviously money spent by such welfare organizations may well make it unnecessary to spend greater sums of money for relief in the future. The welfare organizations spend much of their time and money giving guidance and aid to those who, without this aid would fall entirely upon relief, or be forced "outside the law."

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Home of Sutton, Steele & Steele, Inc., in 1888, shortly before the Dallas pioneer adopted its present firm name, is shown above. In this early plant at Ross and Magnolia, the concern manufactured and repaired DC generators and other electrical equipment for power plants, and even then was experimenting with electrostatic separators, bedrock of the company's present business. As one of the world's outstanding manufacturers today of separation equipment for the mining and food industries, Sutton, Steele & Steele has a subsidiary manufacturing plant in Canada. The firm's business is worldwide, and in 1925 it was awarded the John Price Wetherill Medal by the Franklin Institute. The company makes specific gravity separators, dry concentrating tables, and anti-gravity screens, as well as special machinery for separating, cleaning, and grading ores, minerals, and cereals.

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Dale Miller

(Continued from Page 7)

sion that the Democratic Party of today is a complex machine of a heterogeneous nomenclature of parts. The pristine purity of principle is still recognizable in the South, but elsewhere the party is a strange conglomeration of conflicting ideologies, an eloquent example being in New York, the site of Mr. Wallace's controversial speech, where the Democratic ticket of Mead and Lehman has been enthusiastically endorsed by the American Labor Party and the Communist Party as well. Even within the narrower confines of the Democratic Party itself, it would be difficult to reconcile the views of many of its most conspicuous leaders.

The President's position in this political melange is understandable and unenviable, if perhaps unstatesmanlike as well. He is titularly involved in the desperate struggle to hold together the strange and incompatible elements of a party created and dominated by the captivating personality of his predecessor, and his sufferance of Mr. Wallace, like the latter's sufferance of him, was all a part of the same sardonic purpose. It is "politics," as Americans have come to

understand the term, and the Republicans could be expected to indulge in much the same antics if they were in power. But politics of that kind, though perpetuating a party, may fail to perpetuate a democracy.

The sober truth—the inescapable truth—is that the atomic age may not have time for such chicanery. The incident involving President Truman and Mr. Wallace on one side of the Atlantic, and Secretary Byrnes and his colleagues on the other, may seem like prosaic political shenanigans to many Americans, but it meant something entirely different to a war-ravaged world oppressed by suspicion and distraught with fear. We have a real job to do—the most vital in all the history of mankind—and we cannot

trifle with the peril abroad in the world. We must be strong, we must be united, we must be consistent, and we must set an example of impeccable integrity in our approach to the problems of peace. Politics *must* be left at the water's edge.



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